

The INLAND Printer

february · nineteen forty three

are often used. Stocks are
on rough paper stocks
soft-edged vignettes, et cetera.

On Makeready

Makeready is too expensive. Proofing departments and when it is used it is exactly the same as overlay pressmen use—no tricks or different. No composition is put on vignettes to relieve them. The simple way is all that is generally used to make good and faithful reproductions of the tones on the plate. Vision and care in working must take account for the proofs matching the original's tone quality.

I have always thought that much attention is given making in a pressroom. If I were a man I would work for as near perfect balance between the form and cylinder as possible, and on the cylinder using interlaced rollers, believe, being of an immediate and personal nature, gendered by the work of pressmen.

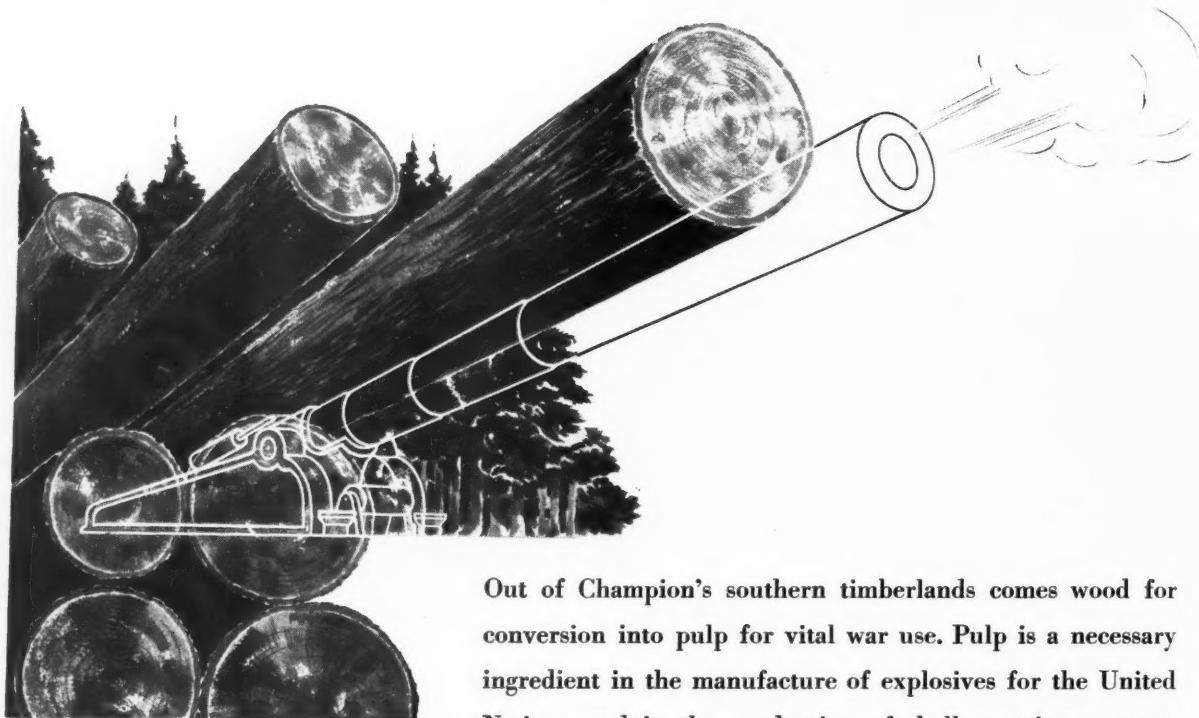
will furnish plates any height a either under or over .918 consistently flat that will not warp into pieces thousand day by wood that is a metal poss

Use Good Stock

Proofing stock should be the that will be used to print the Any customer may have this free from his engraver by asking it. Because engravers cannot out what stock will be used in having the plates to be used to use a

Munitions . . .

IN THE RAW



Out of Champion's southern timberlands comes wood for conversion into pulp for vital war use. Pulp is a necessary ingredient in the manufacture of explosives for the United Nations, and in the production of shell containers, waterproof wrapping for mechanical parts and food, and other necessities for fighting men. Pulp and paper take a most important place, too, as substitute materials for certain critical metals. With roaring, battering guns, and with the gentler persuasion of the printed page, Champion pulp and paper continue to fight a tough, winning battle for America.



THE CHAMPION PAPER AND FIBRE CO., Hamilton, Ohio

MILLS AT HAMILTON, OHIO . . . CANTON, N. C. . . . HOUSTON, TEXAS

*Manufacturers of Advertisers' and Publishers' Coated and Uncoated Papers, Cardboards, Bonds, Envelope
and Tablet Writing . . . 2,000,000 Pounds a Day*

DISTRICT SALES OFFICES

NEW YORK • CHICAGO • PHILADELPHIA • CLEVELAND • BOSTON • ST. LOUIS • CINCINNATI • ATLANTA

10 Reasons Why Wartime Printers Value the LUDLOW

Printers operating under wartime conditions are realizing the true worth of Ludlow equipment. Facing new demands under time and labor handicaps, printers are finding that Ludlow short-cuts and efficiencies speed up the production of all the kinds of printing which are so necessary to the war effort. Among the important values of Ludlow equipment are—

- **Production Efficiency**—Produces job and display composition efficiently by eliminating a number of unnecessary operations.
- **Economically Operated**—Conserves time, supplies and type metal; it also saves floor space.
- **Dependability of Equipment**—Freedom from mechanical troubles—resulting from simplicity and reliability of mechanism.
- **Range of Product**—One simple machine casts typefaces from 4 to 96 pt. (and up to 240 pt. as single characters), borders, ornaments, rules from ruleblocks, etc.
- **Ruleform Composition**—An economical, simple and positive system for producing ruleforms.
- **Printing Economies**—Multiple forms save press work, all-slug make-up and lock-up save time, printing from all-slug forms speeds up presswork.
- **Special Features**—Self-quadding and self-centering with special sticks. Low-quadding is standard, high-quadding from recessed space matrices. Different point-sizes cast on same slug in varied alignments.
- **Unlimited Type Supply**—Unrestricted capacity without casting sorts or storing type in advance of setting, buying outside of plant, or depending upon transportation for essential composing room materials.
- **Manpower**—Any competent compositor can quickly learn to operate the Ludlow without an extended training period—important for fullest utilization of manpower.
- **Ludlow Organization**—Machine and equipment backed by a progressive business and service organization. Any necessary parts and supplies will be available just as long as conditions permit.

Please feel free to ask us for suggestions about how to obtain the maximum usefulness, efficiency and service from your Ludlow and Elrod equipments.

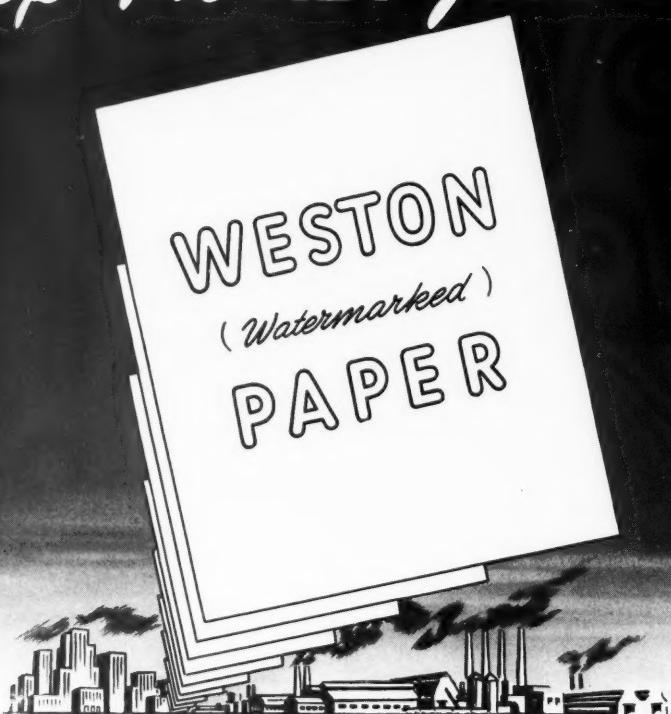
LUDLOW TYPOGRAPH COMPANY

2032 Clybourn Avenue

+ + + Chicago, Illinois

Set in members of the Ludlow Karnak family

Keep The KEY Jobs on...



WESTON
(Watermarked)
PAPER

Much of the "paper work" that represents such a big proportion of printing volume today—is of vital importance to the war program... Your hard pressed customers depend on you to employ papers that fit the job and stand the gaff. Don't let them down.

WESTON'S "Red Book," Wartime Edition, gives you up-to-the-minute information on cotton fibre content papers now available. Write for a copy. Address Dept. P.

IF IT'S WORTH *Keeping*, KEEP IT ON A...

WESTON
PAPER



LEDGERS
BYRON WESTON CO. LINEN RECORD
(Extra No. 1, 100% New White Cotton
and Linen Fibers)
Weston's DEFENSE LEDGER
(100% Cotton Fiber Blend)
Weston's WAVERLY LEDGER (75%)
Weston's COMMERCIAL LEDGER (75%)
Weston's WINCHESTER LEDGER (50%)
Weston's BLACKSTONE LEDGER (25%)

INDEXES
Weston's DEFENSE INDEX (100%)
Weston's WINCHESTER INDEX (50%)

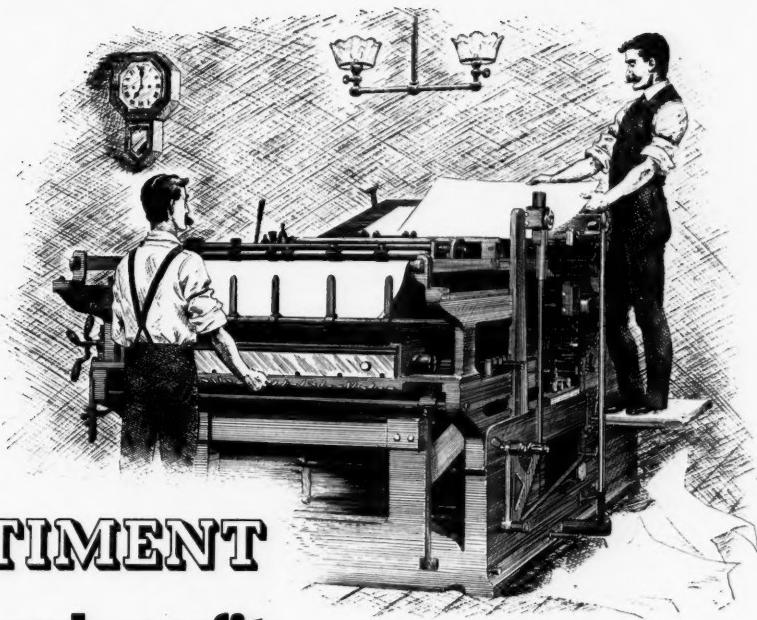
WESTON'S MACHINE POSTING INDEX (50%)

MACHINE ACCOUNTING
Weston's TYPACOUNT LEDGER (75%)
Weston's MACHINE POSTING LEDGER (50%)

BONDS
WESTON'S BOND (Extra No. 1, 100%)
Weston's DEFENSE BOND (100%)
Weston's HOLMESDALE BOND (75%)
Weston's WINCHESTER BOND (50%)
Weston's BLACKSTONE BOND (25%)

BYRON WESTON COMPANY *Makers of High Grade Papers*
DALTON . . MASSACHUSETTS

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MUCH SENTIMENT

... but not much profit

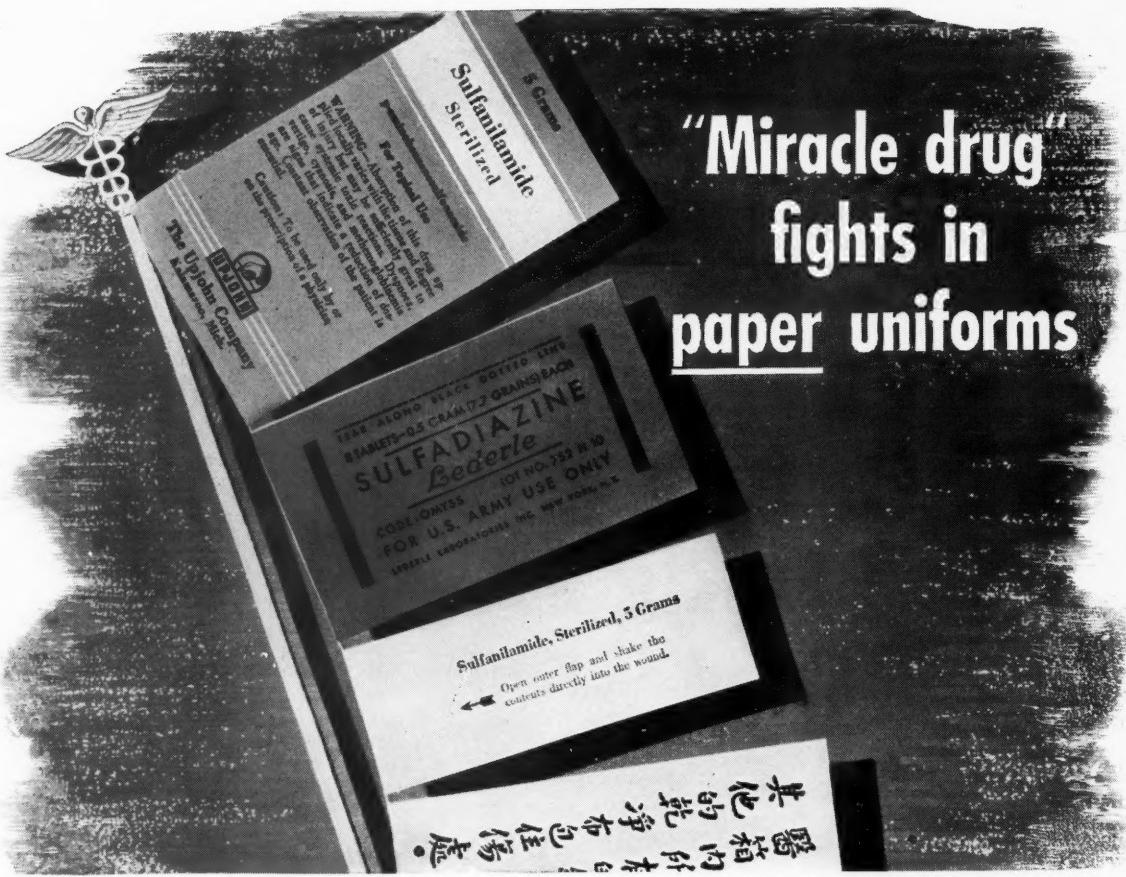
REMEMBER way back when that grand old cylinder was new and shiny—and efficient? Even today, the old machine can turn out a slow sheet or two on an easy "customer's accommodation" job. But it has no place in a modern, war-time world. National need affords an honorable retirement for it and for all old printing machinery, no matter how sentimentally valuable.

Send it to fight Hitler and the Japs!

Those cylinders and frames will boom along much more effectively as guns, tanks or other armament—and there's a patriotic satisfaction in so practical an end for an old friend.

The Miller War-Time Scrap Allowance Plan is the printing industry's own means of contributing scrap machinery, with multiple benefits to business and industry. For details, write.

**Miller Printing Machinery Co.
Pittsburgh, Pa.**



"Miracle drug" fights in paper uniforms

• Safe conduct for the sulfa compounds... to fighting men all over the world... to advanced dressing stations... to base hospitals... safe conduct, and quick!

Quite an order.

It meant a whole new series of containers designed to meet all climatic conditions. Iceland frost, Borneo heat, downpours, bugs and sandstorms... the sulfa compounds had to have containers almost as miraculous as the drugs themselves.

And that's what they got. Paper turned the trick. Paper did the job.

And paper is finding ways to lend a hand in other emergencies, too. In business where vital materials have been curtailed, for example, paper often holds the saving answer, although a priority rating may be necessary to clear the way.

Out of all the innumerable jobs that paper can do, and the many extraordinary requirements it can meet, there must be a few directly appli-

Shaker Packages illustrated, designed by Hynson, Westcott & Dunning, Inc., Baltimore, Md.

cable to your own business. And if we seem a bit positive about this, it's because we have been making paper for many years—making a thousand miles of it a day.

During this time we have gained a fund of information and experience that may prove useful to you right now. And certainly, when materials are again available, it will enable us to supply you with papers for many new and surprising uses.

In the meantime, Oxford merchants and Oxford salesmen are at your service.

OXFORD PAPER COMPANY

230 Park Avenue, New York, N.Y.
Mills at Rumford, Maine & West Carrollton, Ohio
Western Sales Office:
35 E. Wacker Drive, Chicago, Ill.



Can paper products take the place of scarce materials vital to the war effort? All our research facilities are concentrated on finding the answers.



The accuracy of your proof press depends to a large extent on the condition of the bed and cylinder bearers. When dirt is allowed to accumulate on the bearers, it is ground into the metal, causing premature wear. If the dirt cannot be wiped off, use a brass rule as a scraper.

Cleanliness Cuts Costs

VANDERCOOK

PROOF PRESSES - BLOCK LEVELLERS - HACKER GAUGES

VANDERCOOK & SONS, Main Office and Plant, 900 N. Kilpatrick Ave., Chicago, Ill.
Eastern Branch: 216 East 45th Street, New York · Canada: Sears Limited, Toronto

*Second of a new series in Newsweek,
Nation's Business, U. S. News*



Salute to America's Packers

Levelcoat*
PRINTING PAPERS

Trufect
For Highest-Quality Printing

Kimfect
Companion to Trufect at lower cost

Multifect
For volume printing at a price

*Trade Mark

An outstanding example of effective wartime advertising is seen in the "Meat Educational Program", which is sponsored by the American Meat Institute and is appearing in national magazines and newspapers. This campaign is typical of the new "duration advertising" now employed by many advertisers to maintain their business identities and at the same time aid the war effort.

This and similar advertising merits approbation because it makes important contributions to the building and sustaining of civilian morale by inform-

ing our people on the reasons why cooperation and personal sacrifices are required in order to carry on this war.

Through the Office of War Information—Bureau of Campaigns—Washington, D. C., advertisers may obtain suggestions on how they may cooperate with Government-sponsored educational campaigns.

Whether your advertising consists of distribution of only a few thousand booklets and folders or is a magazine and newspaper campaign, your Government will welcome its assistance.

KIMBERLY-CLARK CORPORATION

Manufacturers of Printing Papers Since 1872

NEENAH, WISCONSIN

NEW YORK: 122 E. 42nd St. • CHICAGO: 8 S. Michigan Ave. • LOS ANGELES: 510 W. 6th St.

Take Cover!



SAVE to WIN
Buy War Bonds!

On the battle front, fighting men pay prompt heed to signals on which their lives may depend. • On the home front, you'll find the men and women behind the men behind the guns equally alert to production signals flashed to them on the six easy-to-see, hard-to-overlook wartime colors of

HOWARD BOND

Also available in White and Ivory . . . for letterheads



Keeping in Touch



PREPARED BY INTERNATIONAL PRINTING INK DIVISION OF INTERCHEMICAL CORPORATION • FEBRUARY, 1943

NEW ORDER ASSURES COLOR

Inks Available for All Normal Needs

Quality and Performance Not Affected, Often Improved

Printers should have no difficulty in meeting normal requirements for color printing in the immediate future. Under the new dyestuff and organic pigment order issued the 21st of January, supplies of all colors and all types of inks will be satisfactory.

There will be plenty of reds, oranges, yellows, greens, blues, purples, browns and blacks to produce the color printing needed to keep the wheels of trade turning and to bolster civilian morale. If you want a technical explanation we can give it to you, but the safer procedure is to consult your ink maker. No IPI customer has suffered unduly as yet.

Gold Bronze

A recent amendment leaves any manufacturer free to sell any gold bronze on hand and our customers are free to use it.

Inks for Aniline Printing

Tannic acid may not be made from nutgalls for other than medicinal purposes. Shellac is now scarce and high in price. IPI Anilox inks are formulated without these ingredients and are superior to conventional inks.

Excellent Halftone Blacks

New formulation not using restricted resins is IPI's new Holdfast-extra. It is superior in non-scratch characteristics, produces fine printing results. Printers are reporting remarkable successes with IPI Holdfast-extra.

News Inks

Supplies are easy. Materials required in the manufacture of news inks are ample and supplies should meet all normal requirements. White pigments are also plentiful.

Everyday Inks Still Perform

Printers have told us that IPI Everyday inks still do much more than they expect. In thousands of pressrooms, especially on automatic presses, they have demonstrated their performance. Moderate in price, Everyday inks are made today under the same controls as before.

Manpower and Transportation Problems

The War Manpower Commission program may further affect ink manufacturers. At IPI women have replaced men in service as laboratory assistants, color matchers and labelers.

Printers are cooperating on transportation which has become one of the most serious problems in the ink manufacturing industry. It will probably become much worse before it becomes better. Our factories must bring in raw materials in suf-

ficient quantities to maintain production and at the same time keep inventories within the regulations. Shipments now take 2 to 3 times longer. Deliveries to printers are affected by regulations limiting the number of trips.

Most printers are cooperating with the ink manufacturer by ordering as large a supply as possible at one time within the W.P.B.'s inventory regulation. This greatly helps to ease our delivery problem.

NEW PACKAGING MATERIALS

Replacement Needs Offer Opportunities in New Fields

The urgent demand for replacement materials is stimulating the development of new products, not only to replace conventional needs but to meet entirely new markets. Most conspicuous is the revolution taking place in the field of packaging. Changes in types of packaging are shifting

whole markets into new channels. A large section of the packaging business is moving from the metal decorator to the paper box and container manufacturer.

Paper Meets the Challenge

These new paper packages require new types of materials to make them moisture-proof, grease-proof, resistant to moisture vapor transmission; and they demand ingenious designing to attain satisfactory rigidity and strength. In addition, they must be capable of use on existing machinery and equipment not only for fabrication but in filling.

The ink maker always has been in touch with packaging problems and requirements. IPI has devoted a large part of its research program to the development of moisture-resistant and grease-proof laminants and adhesives.

Each packaging problem must be solved for its particular purpose. No ready-made materials will meet every need. If you have a packaging problem we suggest that you get in touch with IPI and investigate some of the new laminants and adhesives which have been developed from available materials.



For the expanding dehydrated foods industry, IPI has developed laminants and adhesives which give packages moisture-proofness, moisture vapor resistance and grease-proofness. Above, dehydrated equivalents in front of natural vegetables show why they take up 90% less space in transportation.

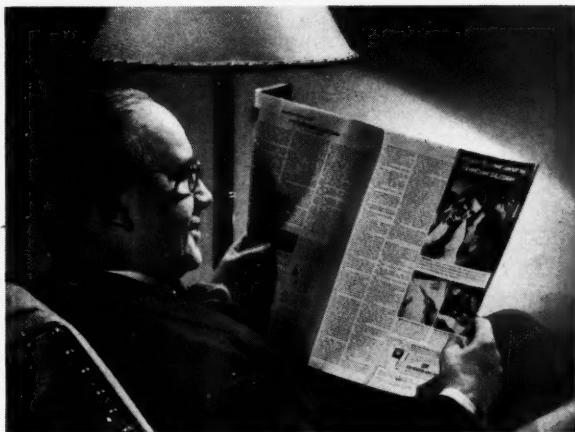
For further information on these new products, write to International Printing Ink, 75 Varick St., New York, N.Y.

PAPER AND PRINTING ARE GAS AND TIRES TODAY

Use new free letterhead designs to land extra jobs right now



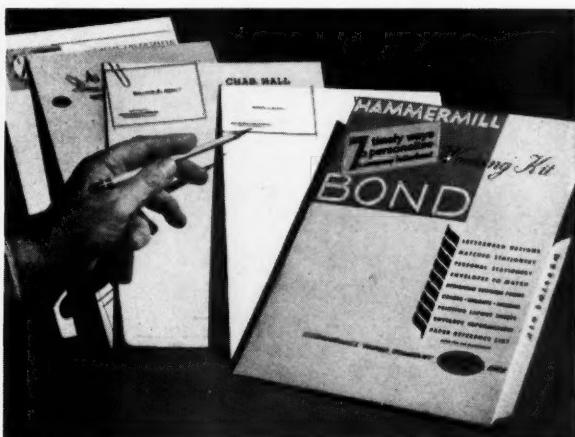
WITH GAS RATIONING your customers' salesmen can't cover their territories by automobile. Under today's congested conditions, they can't always count on getting around by train. But, if they don't keep up personal contact with their customers, they're going to lose a lot of business. What are they going to do?



PAPER AND PRINTING are the answer. In advertisements now appearing in The Saturday Evening Post, Time, and other leading magazines, Hammermill is telling your customers, "If you can't make sales calls in person, make them by mail!" These advertisements tell them to consult **you** for help and advice.



THAT'S YOUR CUE to step in and show how printing can do a good selling job. How well-designed letterheads bring profitable returns. How strikingly printed bulletins and well-planned forms keep sales departments running smoothly. And how good paper—Hammermill Bond—makes any printing more effective.



HERE'S A TIMELY idea to help you get orders—"sales contact" letterheads. New designs you can duplicate with the type in your own cases. They give letters the touch of a personal call. They're a feature of a special kit of ideas, "7 Timely Ways to Personalize a Company Letterhead." Send for this kit now. Use the coupon.



Hammermill Paper Co., Erie, Pa.



Please send me, free, the new kit, "7 Timely Ways to Personalize a Company Letterhead."

NAME.....

POSITION.....
(Please attach to your business letterhead) IP-FE

FROM SKY > SEA AND LAND >



AMERICA STRIKES

★ There are two things that, to our mind, spell Victory. One of them is supreme American faith in the democratic principles of government under which we live and the willingness of our Fighting Men to uphold these ideals in battle.

The second . . . not moral, but very real is Material Production. It is to this vital end that we at Goss dedicate our strength and determination to "deliver the goods". As long as it may be necessary . . . Service For Victory . . . is our watchword.

THE GOSS PRINTING PRESS COMPANY
1535 SOUTH PAULINA STREET CHICAGO, ILLINOIS



*Our Navy "E" Awards
... a testimonial to more
than a year of exacting
War Production.*

GOSS

NEW YORK • SAN FRANCISCO • LONDON, ENGLAND

SHATTERING ALL TRADITIONS



Although women have always filled important roles in time of war, a few months ago all traditions were shattered when official acts of Congress created the WAACs and the WAVES and for the first time in history made it possible for women to enlist in our Army or Navy.

Similar groups are now being planned or are already in the service. Other thousands of women have taken places in the assembly lines to speed up the manufacture of war materials.

So today American women are marching step by step with our men.

CONSOLIDATED Coated PAPERS AT UNCOATED PAPER PRICES

America has never hesitated to shatter traditions to accomplish her aims. In fact, for years *American Industry has led the World in developing revolutionary methods and machinery to do a better job or make a better product for less.* In step with this march of progress, Consolidated Water Power and Paper Company . . . back in 1935 . . . first produced enamel coated printing paper so economically that it could be bought at the price of uncoated stocks.

Heralded in 1935 as an advancement making possible a widespread use of quality printing on coated paper, this achievement ideally fits today's needs.

In our great drive toward Victory we must save labor and time as well as money. Consolidated Coated saves all of them.

Made in a modern way, this quality paper is produced and coated quicker and with less use of man-power. It costs less to produce and consequently sells at low prices which were impossible a few years ago.

Advertisers, printers and publishers faced with reduced budgets and rising costs find that by using Consolidated Coated they can meet every requirement for quality printing

and save enough on paper to keep well within their means.

Produced and Coated in four grades, there is one almost certain to meet your exact requirements. For your next printing job get a quotation on Consolidated Coated. You'll find it will meet every expectation from a printing standpoint . . . the saving will surprise you.



CONSOLIDATED WATER POWER & PAPER COMPANY

MAIN OFFICES
WISCONSIN RAPIDS, WISCONSIN

SALES OFFICES
125 S. LA SALLE ST., CHICAGO

Pure Modern Mills . . . All in Wisconsin

MEAD
papers

NATIONALLY-DISTRIBUTED

ALA.: Partin Paper Co.; Sloan Paper Co.
ARIZ.: Blake, Moffitt & Towne; Zellerbach.

ARK.: Roach Paper Co.

CAL.: Blake, Moffitt & Towne; Commercial Paper Corp.; General Paper Co.; Zellerbach.

COLD.: Dixon & Co.

CONN.: Rourke-Eno Paper Co.; Arnold-Roberts; John Carter & Co.; Green & Low; Henry Lindenmeyer & Sons; Storrs & Bement Co.; Whitney-Anderson.

D. of C.: R. P. Andrews; Barton, Duer & Koch; Stanford.

FLA.: Capital Paper Co.; Central Paper Co.; Everglade Paper Co.; Jacksonville Paper Co.; Tampa Paper Co.

GA.: Atlantic Paper Co.; Graham Paper Co.; Macon Paper Co.; Sloan Paper Co.

IDA.: Blake, Moffitt & Towne; Zellerbach.

ILL.: Berkshire Paper Co.; Birmingham & Prosser; Blunden-Lyon Paper Co.; Chicago Paper Co.; Dwight Bros. Paper Co.; LaSalle Paper Co.; Marquette Paper Corp.; Messinger Paper Co.; Swigart Paper Co.; James White; Zellerbach.

IND.: Central Ohio; Century Paper Co.; Diem & Wing; C. P. Lesh; Crescent Paper Co.

IOWA.: Carpenter Paper Co.

KAN.: Central-Topeka.

KY.: Louisville Paper Co.

LA.: Alco Paper Co.

ME.: Arnold-Roberts; C. H. Robinson.

MD.: Antietam Paper Co.; Barton, Duer & Koch; Baxter Paper Co.; O. F. H. Warner & Co.

MASS.: Arnold-Roberts; Butler-Dearden; Carter, Rice & Co.; John Carter & Co.; Century Paper Co.; Cook-Vivian; Mill Brand Papers, Inc.; Paper House of N. E.; Storrs & Bement Co.; Percy D. Wells; Whitney-Anderson.

MICH.: Beecher, Peck & Lewis; Birmingham & Prosser; Carpenter Paper Co.; Grand Rapids Paper Co.; Seaman-Patrick; Union Paper & Twine.

MINN.: John Boshart; General Paper Corp.; Stilwell-Minneapolis Paper Co.; E. J. Stilwell.

MO.: Acme Paper Co.; Central States Paper Co.; K. C. Paper House; Tobey Fine Papers, Inc.; Weber Paper Co.; Zellerbach.

MONT.: Carpenter Paper Co.

NEB.: Carpenter Paper Co.; Western Newspaper Union; Western Paper Co.

N.J.: Bulkley, Dunton & Co.; Lathrop Paper Co.; Lewmar Paper Co.; J. E. Linde; Henry Lindenmeyer & Sons.

NEW YORK CITY: H. P. Andrews; Beekman Paper & Card Co.; Bulkley, Dunton & Co.; Canfield Paper Co.; M. M. Elish & Co., Inc.; Forest Paper Co.; Green & Low; Lathrop Paper Co.; J. E. Linde; Henry Lindenmeyer & Sons; Marquardt & Co.; Merriam Paper Co.; Miller & Wright; A. W. Pohlman; Reinhold Card & Paper Co.; Schlosser Paper Corp.; Vernon Bros. & Co.; Walker-Goulard-Plehn; Willmann Paper Co.

NEW YORK: Fine Papers Inc.; Franklin-Cowan; J. & F. B. Garrett; W. H. Smith; Union Paper & Twine.

N.C.: Dillard Paper Co.

OHIO: Alling & Cory Co.; Central Ohio; Chatfield Paper Corp.; Cincinnati Cordage; Cleveland Paper Co.; Diem & Wing; The Johnston Paper Co.; Ohio & Michigan Paper Co.; Scioto Paper Co.; Union Paper & Twine Co.

OKLA.: Carpenter Paper Co.; Tulsa Paper Co.

ORE.: Carter, Rice & Co.; Fraser Paper Co.; Zellerbach.

PA.: Alling & Cory Co.; Chatfield & Woods; A. Hartung & Co.; Johnston, Keffler & Trout; Thos. W. Price Co.; Raymond & McNutt Co.; G. A. Rinn; Schuykill Paper Co.; Whiting-Patterson Co.; Wilcox-Walter-Furlong; H. A. Whiteman & Co.

R.I.: Arnold-Roberts Co.; John Carter & Co.; Narragansett Paper Co.

S.C.: Dillard Paper Co.

TENN.: Bond-Sanders Paper Co.; Clements Paper Co.; Sloan Paper Co.

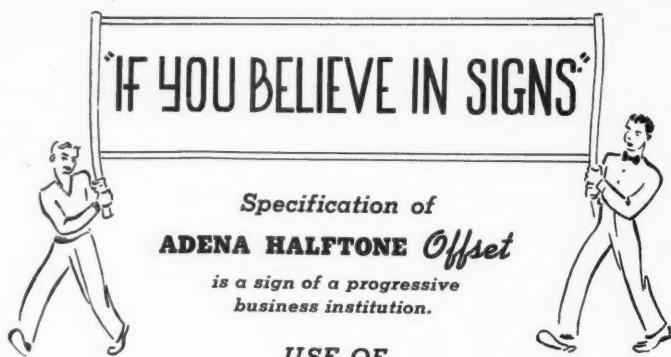
TEX.: L. S. Bosworth Co., Inc.; Carpenter Paper Co.; C. & G. Paper House; Clampitt Paper Co.; Graham Paper Co.

UTAH: Carpenter Paper Co.; Zellerbach.

VA.: Old Dominion Paper Co.; Cauthorne Paper Co.; Richmond Paper Co.; Roanoke Paper Co.; B.W. Wilson.

WASH.: Blake, Moffitt & Towne; Carter, Rice & Co. of Wash.; Tacoma Paper & Staty Co.; Zellerbach.

WIS.: Bouer Paper Co.; Wisconsin Paper & Products Co.; Woelz Bros.



Specification of

ADENA HALFTONE Offset

is a sign of a progressive business institution.

USE OF

ADENA HALFTONE Offset

is a sign of a progressive printer.

No wonder all signs point to ever-increasing popularity of this exceptionally "able and willing" offset. Solids are free from mottling and from muddy effects.

Dull or gloss...midway between enamel and regular offset

GREETING-CARD-PAPETERIE

EMBOSED AND DECORATED

Save money by shipping via Miami Valley Shippers' Association



BUY WAR STAMPS! BUY WAR BONDS!

CHILlicothe PAPERS

A BUY-WORD
FOR HIGH-GRADE



THE CHILlicothe PAPER CO.
Chillicothe, Ohio

MAKERS OF QUALITY OFFSET, LITHOGRAPH AND BOOK PAPERS

**BINGHAM BROTHERS
COMPANY**
FOUNDED 1849

**Every Kind of Roller
and Adhesive**

NEW YORK.....406 PEARL STREET
PHILADELPHIA..521 CHERRY STREET
BALTIMORE....131 COLVIN STREET
ROCHESTER..980 HUDSON AVENUE

**Practical
BOOKS
about
PRINTING
and the
ALLIED
TRADES**

*Send for new Book List today
IT IS FREE*

THE INLAND PRINTER
309 W. JACKSON BLVD.
CHICAGO, ILL.



THE POWER THAT WINS IS MAN

Out of this, the most stupendous national effort of all times, come surprises which only a rash man would have predicted a few short years ago. Imagine America, the world's giant of production, being short of anything!

But shortages there are . . . and the most baffling shortage, as this is written, is manpower. The 130,000,000 of us aren't enough to do the job we have to do in the time we want to do it. The time is near for a reshuffling of the pack, with the ace producers drawn by the industries which need them.

The paper industry is no spoiled darling of the gods. It, too, feels the impact of these dislocations. But it is resourceful. It has met problems before . . . met them and solved them. It will solve this one. As "Paper Makers to America," we pledge our utmost to provide all the Mead, Dill & Collins, and Wheelwright papers for your essential needs, including advertising.

And advertising is essential, in war as in peace. Our Government recognizes it as such, for the business of America is the only collateral we have, to pay for the war and to finance the peace.

WAR SAVINGS BONDS! *The best buy in paper today!*

Offering a completely diversified line of papers in colors, substances, and surfaces for every printed use, including such famous grades as Mead Bond, Mostrite Bond and Offset; Process Plate; Wheelwright Bristols and Indexes; D & C Black & White, Printflex, Canterbury Text, and De & Se Tints.



SALES OFFICES

THE MEAD SALES COMPANY
DILL & COLLINS INC.
WHEELWRIGHT PAPERS, INC.

230 PARK AVENUE, NEW YORK CITY

New York
Chicago

Philadelphia
Dayton

Boston
Kingsport

THE MEAD CORPORATION

Prominent Users of Strathmore Letterhead Papers: No. 36 of a Series



**Paper, too, Plays its Part in
BUILDING for the FUTURE**

With E-Award efficiency, Sylvania Electric Products, Inc. is producing for war...planning for peace. Its magic devices in radio and electronics...so essential today in the handling of planes, submarines, warships and mobile land units...will play an even more vital part in our post-war world.

To tell their dramatic story to employees, to customers and contacts, Sylvania relies on the *quality* of Strathmore Papers: Strathmore Fiesta for their Army-Navy "E" Award announcement; Strathmore Alexandra Brilliant for the Company letterhead.

Your letterhead is a salesman of *your* business...present and future. Be sure of its quality. A letter written on Strathmore Paper costs only a small percent more than a letter written on the cheapest paper you might buy. Such plus value for so little cost difference, is sound business judgment. Write us for detail of "letter" cost.

Strathmore Papers for Letterheads; Strathmore Parchment, Thistlemark Bond, Bay Path Bond, Strathmore Bond, Strathmore Script, Alexandra Brilliant and Strathmore Writing.

STRATHMORE **MAKERS
OF FINE
PAPERS**

Strathmore Paper Company, West Springfield, Massachusetts

**PAPER IS PART OF
TODAY'S
PICTURE**

Current Strathmore advertising points out how essential paper is to the war effort, features leading industries that use Strathmore in their Victory programs, stresses the point that good letterheads help maintain the reputation every firm is guarding today.



This series appears in:

FORTUNE
TIME
BUSINESS WEEK
UNITED STATES NEWS
NEWSWEEK
FORBES
ADVERTISING & SELLING
TIDE
PRINTERS' INK
SALES MANAGEMENT

TRADITIONALLY PREFERRED FOR PRECISION PRINTING PRODUCTION



NORTHWEST PAPERS are serving on many "fronts" in contributing to America's war effort. Undaunted by these days of critical materials, our skilled and loyal papermakers build into our products the same traditional dependability in printing production

and performance that in War as in Peace win preference. Though less paper may be available for some purposes, we are deeply hopeful that each pound produced at Northwest will be enlisted in a service that

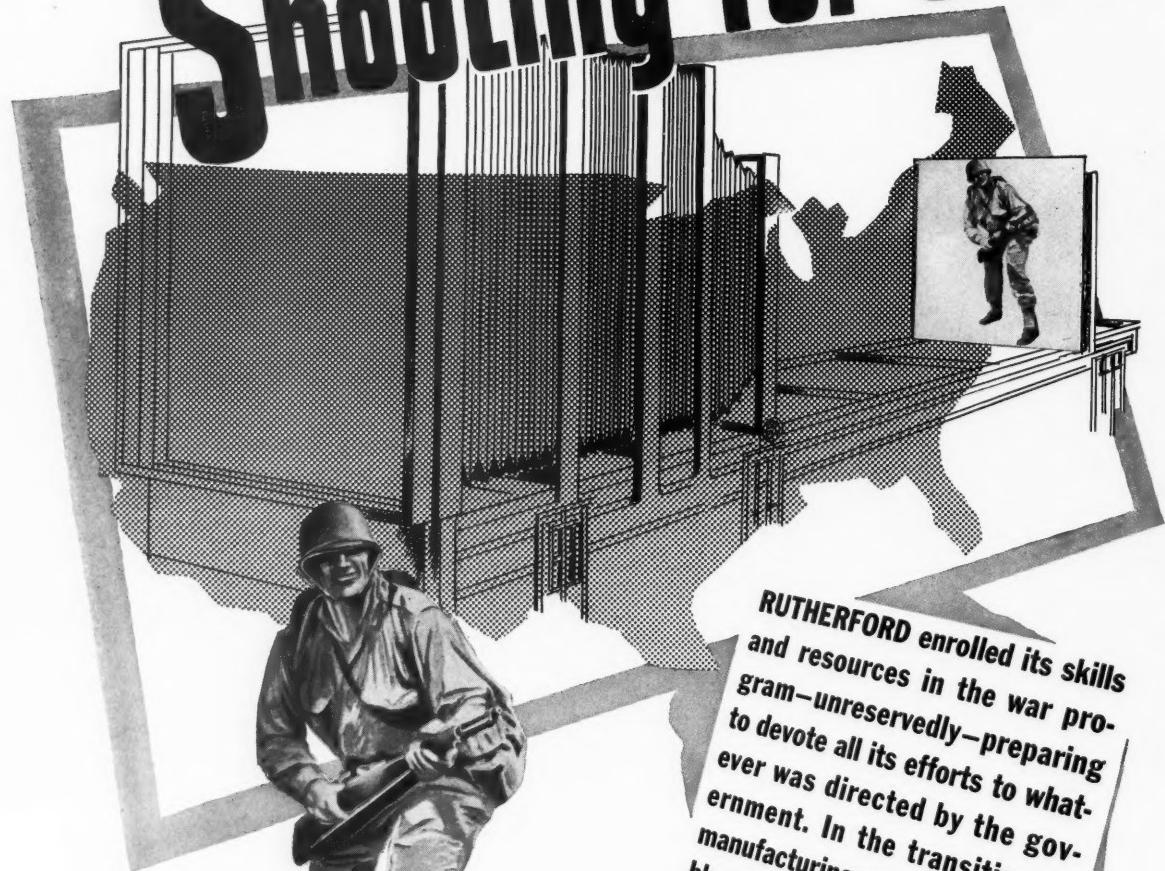
will help create an early Victory.

VICTORY *War Quality* PAPERS

THE NORTHWEST PAPER COMPANY • CLOQUET, MINNESOTA

When Writing These Advertisers, Please Mention THE INLAND PRINTER

Shooting for U.S.A.*



RUTHERFORD enrolled its skills and resources in the war program—unreservedly—preparing to devote all its efforts to whatever was directed by the government. In the transition to manufacturing war products the blueprints of its famed civilian products were swept aside. With the recent award of what is probably the largest special PROCESS CAMERA order to be placed in the graphic arts industry, RUTHERFORD is proud to be able to demonstrate its specialized skills for the government.

RUTHERFORD MACHINERY COMPANY
DIVISION • GENERAL PRINTING INK CORPORATION

100 SIXTH AVENUE • NEW YORK, N. Y.



It's a Good Idea!

ONE DOLLAR OUT OF EVERY
TEN IS A FIGHTING DOLLAR! A
WAR BOND IS ITS UNIFORM!



Another Good Idea!

To save the time and man-hours virtually needed now—to reduce "downtime" and increase "productive" hours which were never before so important—to make every press produce uniformly fine work—specify

Bond & Offset

THE MAXWELL PAPER MILLS, FRANKLIN, OHIO
Also Manufacturers of Maxwell Mimeograph

*Paper, too, must be **tough** these days!*



THERE'S no room for weakness these days, whether in men, machines or materials. Even paper must be tough to stand the pellmell rush of war-production.

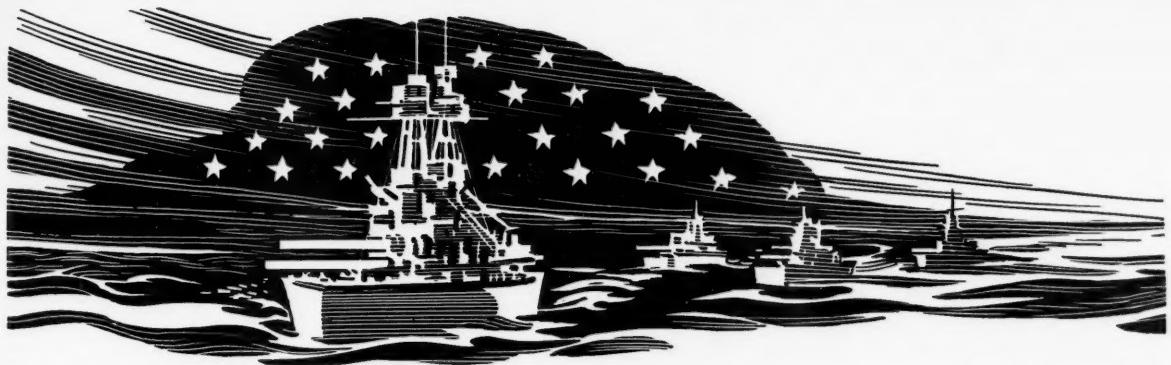
Wytek Bond and Ledger *are* tough. They have the resistance to wear and tear that keep them

in action. They are used in thousands of war-production plants where paper-work must flow smoothly and at top speed.

For the production front, use Wytek Bond and Ledger. They're plenty tough.

WYTEK SALES COMPANY, DAYTON, OHIO

Wytek
Bond & Ledger



The Allies Still Need Scrap Metal for Ships and Shells • Guns and Bullets • Tanks and Trucks

The Graphic Arts Industries have responded in an inspiring manner, but there is still a large amount of scrap metals and other usable materials in the printing, publishing and lithographic plants of Canada and of the United States which can be salvaged and used to meet the vital needs of our respective armed forces.

The job isn't finished... Look further... Dig deeper... Get out the scrap!

Don't Hoard Useless Machinery

This would appear to be a good time to make final profitable use of some of the obsolete and worn-out machines of various kinds which many plants keep standing in the hope that they "some day" will be used—but seldom are. These old machines, often affectionately regarded because of past associations, have earned the right to retirement in the service of their country. Add them to your scrap heap.

This appeal is made to printers, publishers and lithographers of Canada and of the United States in behalf of our common war effort. All available scrap is allocated by our Governments, and everything you salvage will ultimately find its way to our fighting fronts. In this way YOU can help win the war.

Salvage for Victory!

LANSTON MONOTYPE MACHINE COMPANY

MONOTYPE BUILDING, TWENTY-FOURTH AND LOCUST STREETS, PHILADELPHIA, PENNA.



Composed in Monotype Baskerville Family

Please Mention THE INLAND PRINTER When Writing Advertisers

PATAWITE^{9 lb} Manifold

REG. U. S. PAT. OFF.

A lightweight paper of OUTSTANDING QUALITY

Because of Patawite's remarkable strength and unusually smooth printing surface it is being specified on more and more light-weight jobs. Folders, advertising broadsides, office forms, air mail stationery, carbon copy paper are just a few of its many uses.

Under wartime restrictions it is impossible to meet all the needs of Patawite. From time to time our stocks may be low but in filling orders we assure you we shall be guided by the fair policies for which we have been known during our fifty-eight years of manufacturing quality papers.

Paterson Parchment Paper Company

Bristol, Pennsylvania

WEST COAST PLANT: 340 BRYANT STREET, SAN FRANCISCO, CALIFORNIA
BRANCH OFFICES: 120 BROADWAY, NEW YORK • III WEST WASHINGTON STREET, CHICAGO



Services of Supply



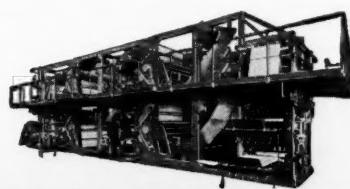
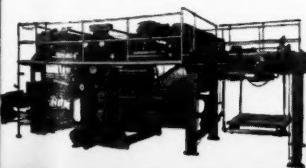
Laborers as well as warriors have a vital part in sending every bomb and bullet into the heart of the target. It is estimated that behind every fighter there must be eighteen workers to produce and deliver the needed equipment and supplies.

Cottrell plants and employees are devoted exclusively to war work—but we are not, even for one moment, forgetting that our peacetime future lies in the advancement of the printing and publishing industry.

After the war, as after each of our former wars since 1855, Cottrell will again start to pioneer developments in high-speed roll feed and sheet feed, black and multi-color presses.

**C. B. COTTRELL & SONS CO.
Westerly, R. I.**

New York: 25 East 26th Street • Chicago: Daily News Bldg., 400 West Madison Street • Claybourn Division: 3713 North Humboldt Ave., Milwaukee, Wisc.
Smyth-Horne Ltd., Chipstead, Surrey, England.



WATCH THAT LEAD!

That little hunk of lead on the side of the matrix can cause as much damage to your Linotype as a sledge hammer! It looks insignificant but much faulty machine product can be laid to leaded matrices.

Where does it come from? The answer is dirty spacebands, oily matrices, improper machine adjustments. And leaded matrices invariably mean defective print.

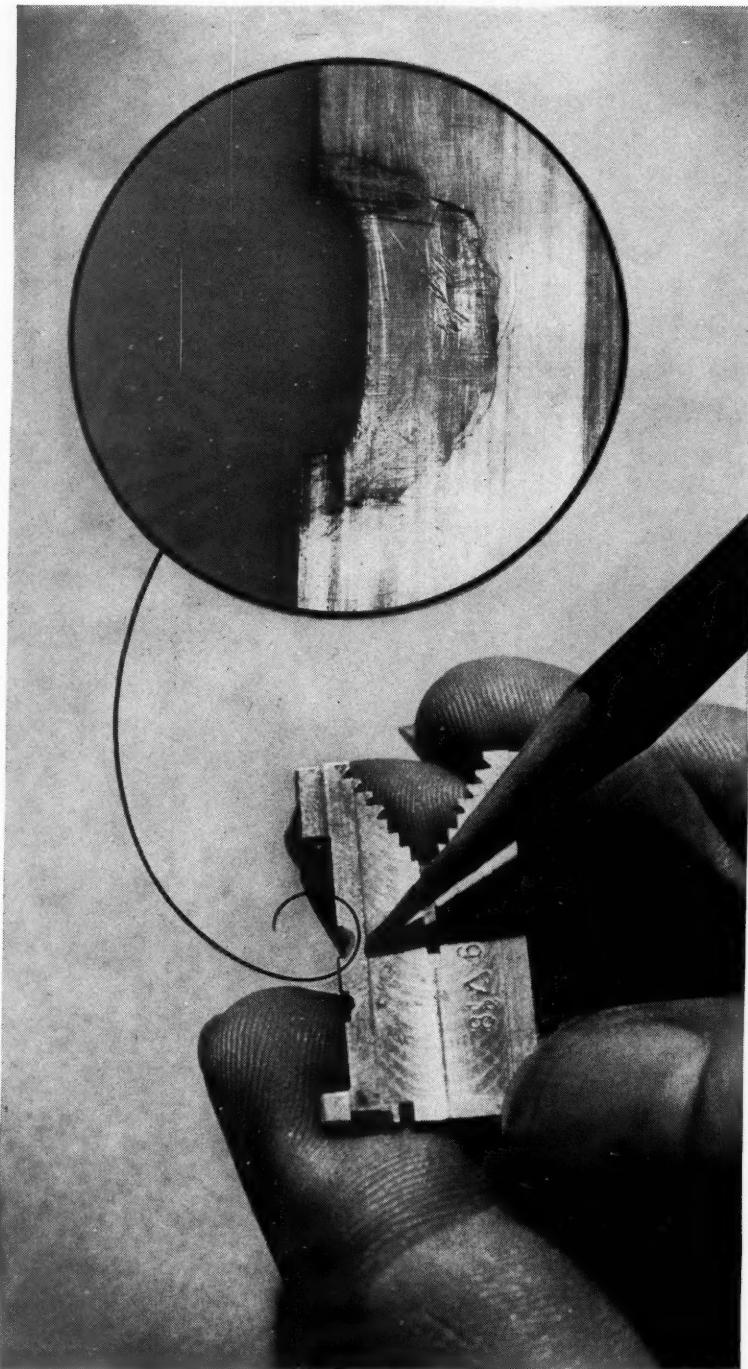
Keep those matrices and spacebands clean to assure longer life of your equipment. Consult your Linotype Life Extension* series for maintenance tips and routines.

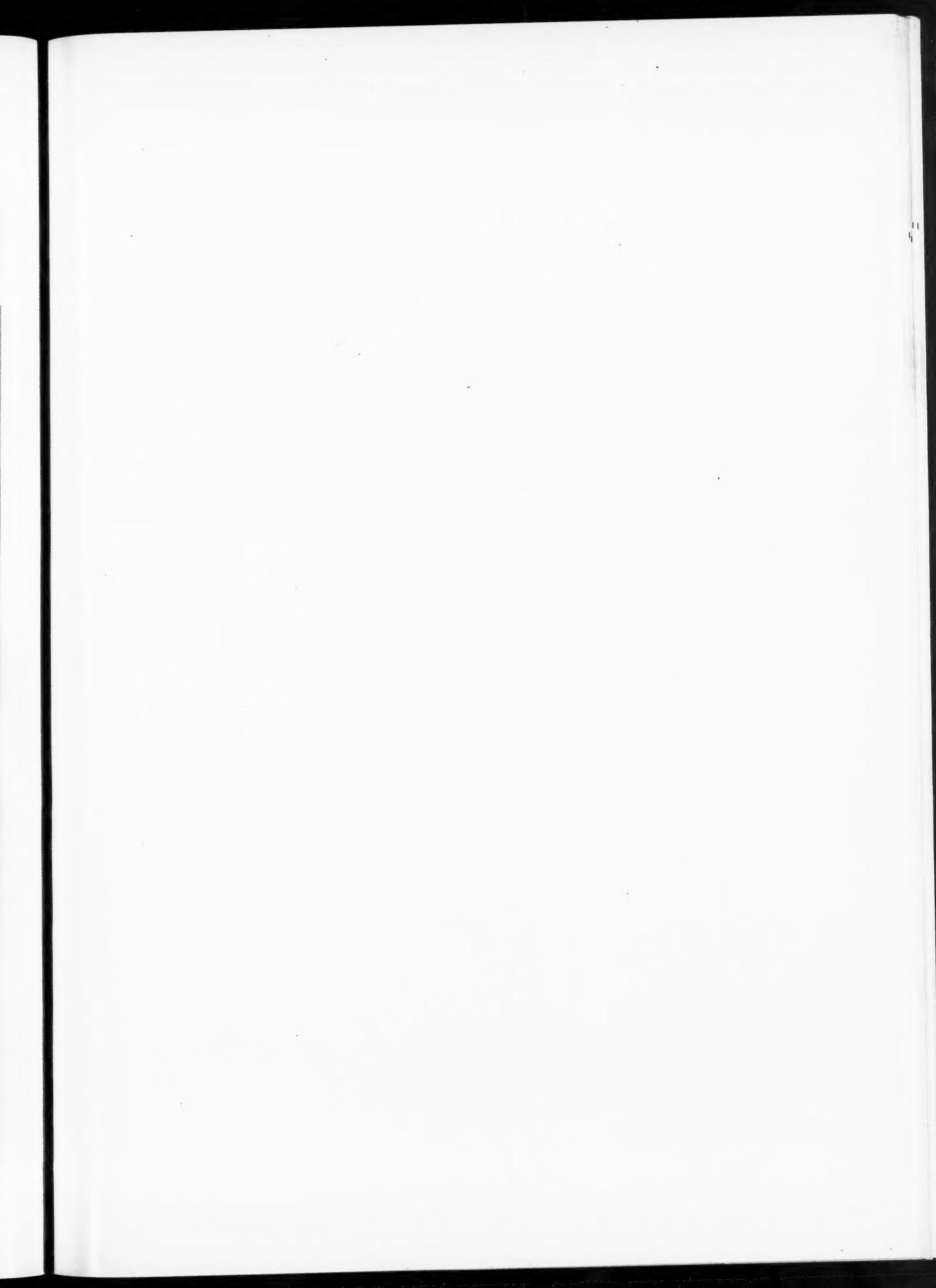
***Five free booklets: The Care and Maintenance of Matrices; Routine Checkups, Cleanliness and Lubrication; Assembling; Casting; Distribution and Driving. Send for them.**

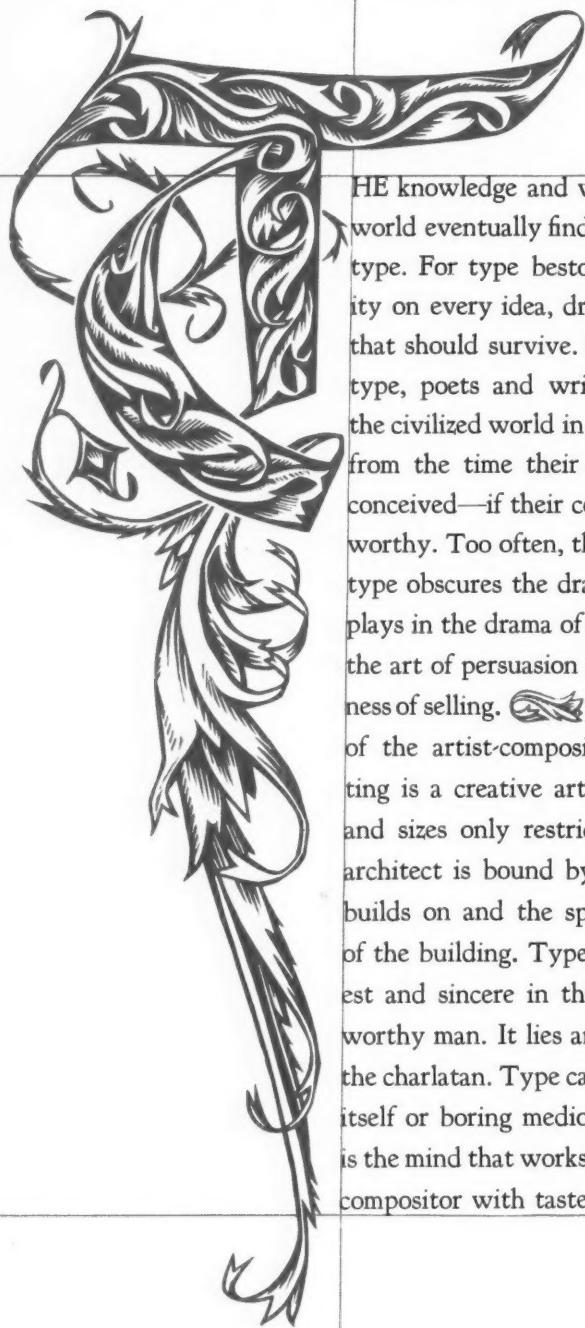
TRADE LINOTYPE MARKS

**FOR VICTORY—
★ BUY U. S. WAR BONDS
AND STAMPS**

Linotype Metromedium No. 2 and Spartan Heavy







HE knowledge and wisdom of the world eventually finds its way into type. For type bestows immortality on every idea, dream, or truth that should survive. By the use of type, poets and writers speak to the civilized world in a few months from the time their thoughts are conceived—if their conceptions be worthy. Too often, the function of type obscures the dramatic part it plays in the drama of presentation, the art of persuasion and the business of selling. In the hands of the artist-compositor, typesetting is a creative art. Dimensions and sizes only restrict him as an architect is bound by the plot he builds on and the space demands of the building. Type is only honest and sincere in the hands of a worthy man. It lies and cheats for the charlatan. Type can be ugliness itself or boring mediocrity if such is the mind that works with it. The compositor with taste, vision, and

knowledge produces beauty. He creates an impression of pure loveliness with type. He can make it smile. Under his hand type whispers in seductive tones or thunders its messages to startled eyes. How vital it is to choose men for typesetting who are essentially artist-compositors—who have, in addition to brains and skilled hands, the facilities of the world of type at their command. Such men will see a layout not as a series of limitations, but as an opportunity to interpret the writer's message—not in "cold" type—but with the living grace, strength, and beauty that are in the words themselves. Even under the speed and stress of our times, the possibilities of type need not and must not be slighted. No advertiser, no writer, though he live and work to be an old man, will lose the thrill of a first proof correctly set by inspired hands.

FEBRUARY, 1943

Government Printing Office Changes Policy

Operations to be decentralized into six warehouse districts. Methods of payment will be

changed so that the procedure will be simpler and printers will receive payment soon after job is completed

NEW POLICIES are being inaugurated by the Government Printing Office to expedite the business of making purchases from commercial printers and lithographers to supply the Government agencies, A. E. Giegengack, United States Public Printer, told an audience of 350 printers at the eighteenth annual meeting of the Graphic Arts Association of Illinois, in Chicago, January 28.

One policy is to decentralize operations so that paper required for special jobs will be available in one of six warehouse centers, and from which shipments of finished products may be directed. These six centers are Washington—the headquarters of the G.P.O.—New York City, Chicago, San Francisco, Dallas, and Atlanta.

SPEED UP PAYMENT

Another policy is to provide a system by which contractors doing business with the G.P.O. will not have to wait from five to six months for their money after they have completed their work.

He said he is consistently adhering to the policy of not expanding the physical operations of the plant at Washington beyond the normal peacetime requirements.

"It is my hope that, after the war is won, return to normal conditions in the graphic arts industry will be easier because of the policy I have followed," said Mr. Giegengack. "Instead of having greatly expanded printing facilities in Wash-

ington and, in consequence, a badly dislocated supply of labor, commercial printers can take up where they left off in 1941.

"As I said before, I adopted a policy of not increasing the Government Printing Office personnel or equipment. Employment in clerical and administrative groups has increased about 10 per cent, while equipment purchases have been limited to maintenance only."

G.P.O. HAS PRIORITY TROUBLE

He told the printers that the G.P.O. has no free hand in getting priorities but that priority ratings keep them "running every day to the War Production Board for a minor press part or stitching wire," just as printers have to do. He said the only advantage which they have is that they are closer to the W.P.B. headquarters in Washington.

Outside purchases from commercial printers since October, 1940, have aggregated \$32,000,000, which went to 1,014 contractors in 218 cities throughout the nation and represented 9,017 orders.

Basing his figures upon normal operation of the G.P.O., in 1940, during which \$20,000,000 worth of printing was done, Mr. Giegengack

said that the maximum of which the G.P.O. personnel and equipment in Washington is capable of handling is \$25,000,000.

During 1942, the volume aggregated \$49,000,000, the excess of which was awarded in contracts to commercial printers. He predicted that during 1943 the volume would aggregate \$60,000,000, of which \$35,000,000 would be done in commercial shops.

He reported that the experiment of establishing and maintaining a field warehouse in Chicago to expedite the placing of contracts and servicing contracts worked so satisfactorily that one was established in New York City and that others would be established in San Francisco, Dallas, and Atlanta.

UNREASONABLE DELIVERY DATES

Difficulties of convincing Government officials that adequate time is required to do printing were illustrated by Mr. Giegengack. He indicated that his "customers" are just as insistent on getting work done in unreasonably short time as commercial customers are. He described one way of saving a few days on each job by working a new plan on "must" work.

"From now until the war is won, awards on standard-rate contracts will be made directly to qualified printers through the warehouse," said Mr. Giegengack. "This will save us several days on every job."

"The warehouse supervisor will maintain files of those printers who

★ The signed articles published in *The Inland Printer* reflect the opinions of the authors and not necessarily the viewpoint of the editor and the publisher.

have agreed to accept the established rates and will award the work in rotation. When any printer's awards reach a total of \$5,000, his name shall be skipped in rotation until all other contractors have received an equal amount.

"Plates for Chicago printing will be ordered from Chicago plate-makers in the same general way. This is only for *must* work. Where time will permit, we will continue to purchase by competitive bid, again rotating the opportunities among qualified firms."

The Public Printer referred to the Ration Books as the "world's largest single printing job" which thus far has resulted in printing 84 billion stamps. One-third of the job has been done in 65 plants.

RATION BOOKS BIG JOB

"The 85 forms related to the fuel, mileage, and War Ration Book No. 2 just completed, went to as many as 4,500 shipping points," continued Mr. Giegengack. "Last week we started to do it all over again—on War Ration Book No. 3. After that, Book No. 4, and then No. 5.

"Office of Price Administration officials have said that their 1943 budget for printing will equal our entire 1940 output for all departments, which was \$20,000,000."

He referred to the shortage of materials and the development of substitutes, and added that the three divisions of the G.P.O.—tests, production, and planning—have worked out economies and substitutes in metals, inks, papers, fabrics, rubber, and many other items.

EXPERIMENTS BEING MADE

"We are proud of the success we have had in development of plastic printing plates," he reported. "Still in the experimental stage, we are not prepared to say that they replace metal, though we are confident that they have a future. Even now for special purposes they serve a real need."

He also mentioned that he had notified all Government departments of the necessity to limit use of illustrations in Federal publications and other printing to save zinc and copper.

"In meetings of this nature with printers, I have never yet been able to escape a discussion of finances," said Mr. Giegengack. "In one way or another they say: 'When are we going to receive our money?'"

He explained that the G.P.O. does not have any direct appropriation except to pay for the work done for Congress. Printing required by departments is billed to them when delivery is accepted, and terms in contracts with printers require deliveries in specified places.

ers that are frequently responsible for delays in their receiving payments; also how emergency orders are given orally by the G.P.O. to rush some work, and a delay occurs in reducing such orders to writing on regular requisition forms. He advised printers to insist that the G.P.O. personnel shall follow up all oral instructions immediately with regulation requisitions.

Inability on the part of the G.P.O. to get proper receipts of delivery from printers is another cause of delay in payment of accounts. He blamed some of the field men of Government agencies, who receive printing, for their failure to sign receipts and return them to the printers who made the shipments, and expressed hope that they would respond more quickly and save printers months of delay in collecting money due them.

NEW METHOD OF PAYMENT

To quicken the payments to printers a new rule is being established by which a printer who does more than \$2,000 worth of printing may send in as many receipts as he has obtained from field men, with a voucher, and he will be paid pro rata for the work thus proved by the receipts. Arrangements then will be made to pay the balance after other receipts are received and proved.

On an order exceeding \$5,000, where the contractor has made complete delivery and wants his money without waiting to secure receipts from consignees, he may make application and receive a progress payment under Title II of the First War Powers Act by furnishing satisfactory bond.

PAYMENT ON COMPLETION

If the specified conditions are met in all details, "the Government Printing Office will immediately make payment to the contractor, not to exceed 90 per cent of the total value of the contract." The remaining 10 per cent will be paid only upon submission of all delivery receipts as required under the purchase regulations.

Mr. Giegengack concluded his address by referring to the general war situation and how printers, as citizens, can help to win the war.



Hon. A. E. Giegengack, Public Printer of the United States, who was the speaker at the annual election meeting of the Graphic Arts Association of Illinois in Chicago on January 28. He promised better future cooperation from the G.P.O.

Thus, usually, the G.P.O. must collect from departments before amounts are paid to the printers. The remedy, says Mr. Giegengack, is that Congress will have to be asked to furnish a larger working fund to the G.P.O. to provide for payment to outside printers for work within a more reasonable time than has been the practice heretofore.

ACCOUNTING OFFICE IS STRICT

"Please note we cannot make payments until all laws and regulations are complied with, so that the payment will be acceptable to the general accounting office," explained Mr. Giegengack.

He enumerated some unbusiness-like practices on the part of print-

JOSEPH C. GRIES tells you this month how to set up an editorial department to produce sponsored magazines
for best results in appearance
with least amount of friction

Professional Treatment Helps the Sponsored Magazine

WE WILL ASSUME that the alert, foresighted printer sees in the sponsored magazine a source of continuous, profitable production, involving a volume of press and man hours that furnishes the kind of business nourishment his plant needs.

He has presented the basic outline of the sponsored magazine to his prospect, using a presentation planned and prepared according to the instructions given last month, and his prospect has signed a twelve months' trial contract.

All of the details of sharing the costs between sponsor and dealers have been worked out. The approximate circulation and mailing arrangements have been established. Now we come to the point of producing the magazine in accordance with the formula suggested when we made the presentation of the proposition.

POSSIBILITIES ARE LIMITLESS

From the standpoint of the physical form the magazine can take and the mechanical specifications involved, the possibilities are practically unlimited and it can be truthfully said that there isn't a printing establishment, no matter how large or how small, that can't handle a sponsored magazine.

The page size can be anything from about 6 by 9 inches up to around 10 by 13 inches. The number of pages can be anywhere from eight pages upward.

Color and its handling are important to the life and success of the sponsored magazine and should be used in the pattern of the magazine to the full advantage of the budget and the printer's equipment.

It must be borne in mind that even though the sponsored magazine is received without cost to the reader and has the further advantage of carrying the message of but one advertiser, its physical appear-

ance must be such that it will compete favorably with regular magazines for reader attention.

There is hardly a single general-interest magazine that is printed in one color throughout. Therefore, to give the sponsored magazine the professional character and attributes of the kind of magazine which has reader appeal, it should be printed in at least two colors.

Here again the printer must consider his equipment and production possibilities. Two impressions can mean a variety of colors by splitting fountains. Or two impressions can mean just two colors, but we can still give the magazine a four-color treatment by running the job sheet-wise and printing red and black on one side of the sheet, and two other colors, say blue and orange, on the reverse.

A very attractive publication can be produced on an extremely economical basis by running the sheet through with two colors on one side and one color on the reverse. This gives the effect of color throughout. The magazine will have a cover in two colors and then every alternate spread will have its full treatment of two colors, ending with two colors on the back cover.

COLORS GALORE

Another little trick whereby two impressions can give an unusual, colorful effect is to divide the fountains about every six inches across the press, but do not cut the rollers. This produces a unique blending of colors especially appropriate for borders or background colors. This "flow color" method must be used with caution, so that type prints in a color dark enough to be legible.

There are some sponsored magazines whose boast for beauty comes through the use of four-color process for their covers and then a use of spots of color throughout the balance of the pages. These spots can

be run in the red or the yellow or the blue of the process colors.

It should be apparent to any practical printer that there is hardly a limitation to the number of treatments upon which he can draw for the planning of the format of the magazine.

Bear in mind that from the mechanical standpoint there must be a common meeting ground for economy and attractiveness. The first will win the favor of the sponsor, the second the interest of the reader. Together they will spell a long, profitable life for the magazine—profitable to the sponsor, his dealers, and the printer.

It is by all means important to the printer, in order to guarantee economical production of the job, that the specifications be based upon the equipment he has available. Furthermore, it must be remembered that a magazine production schedule calls for the use of the same equipment each month.

SCHEDULES MUST BE KEPT

One very important essential to the effectiveness of a sponsored magazine may at first seem to be a bit revolutionary to the average printer's customary routine of doing business—the magazine must be delivered to the reader on the same day of each month. Hit or miss deliveries which ordinarily prevail in the printing business lend no productive qualities to the magazine.

One of the very first operations to be worked out is the definite, unbreakable complete schedule of production. Every department of production must have its "dead-line."

Art, copy, engraving, typesetting, printing, binding, imprinting, and mailing, must be given adequate time for completion. While each is an individual operation, they nevertheless dovetail one with the other and each is dependent upon the operations preceding it.

There should be flexibility in the schedule, but when deadline date arrives, all work of that department should be complete. Preparation of copy should begin early enough to make this possible.

SPONSOR WILL SET RULES

It is likely that the sponsor will play quite an important part in establishing certain policies. There will be certain angles concerning his markets and products that he will want emphasized—others he will want played down.

It may be that considerable material used in the magazine will come from the sponsor's office and from personnel of his organization. Therefore time should be allowed in the production schedule for customer okay. In that case it should be brought home to the customer that there is a definite "dead-line" for his material, as well as for his final

okay, before the magazine goes to press.

This is one case when the customer is not always right—only the schedule is right and all operations must be handled to best serve the schedule.

Now comes the matter of planning and compiling and the general handling of the contents of the magazine. To some printers, setting up an editorial department for the first time, it might appear that this is the great stumbling block in the path of their conducting a sponsored publication.

EMPLOY EXPERIENCED EDITOR

Actually, if the entire editing of the publication is turned over to one man and an assistant, producing the editorial material will be a smooth-flowing operation. It is false economy to attempt to use inexperienced men for this work.

In fact, the same small department of one thoroughly experienced editor and an assistant can handle two sponsored magazines, which would prove a highly profitable department if the printer can line up the two sponsors.

HAVE A DEFINITE POLICY

One of the first points to be considered is the format and the copy policy the publication is to follow.

Many producers of sponsored publications, and the sponsors themselves, lean toward a photographic treatment similar to that of the modern picture magazines.

One point to be remembered in adopting a format is that the national magazines are much larger than your publication, have more pages, and it takes longer to read them through. This brevity can be made an advantage to you, if you will be very careful to pack a greater percentage of pure interest into each square inch of space.

If a photographic treatment is decided upon for your sponsor's publication, there should be a well thought out ratio of reading matter to pictures. Unless the two are properly balanced and there is a preponderance of pictures, then the life or current activity of the magazine is greatly shortened.

GIVE THE PICTURES HELP

While it is desirable to have this larger number of pictures to make the magazine easy to read, you must remember to use enough type matter in connection with each picture story to hold the interest of the reader for an effective length of time. Captions under photographs should answer every question the reader might ask.

Plan the magazine—first, with contents that will interest the greatest number of people, keeping it appropriate to the sponsor's products; second, prepare each article to hold the reader's interest for as long as possible.

This point about keeping articles appropriate to the sponsor's products should by all means be handled deftly and should not be overdone. Too much of it will give the magazine a commercial character which will defeat its purpose and repel the reader.

It is best to completely segregate the commercial aspects from the



Pages that have real reader interest, showing use of "big names" and pages to interest women and children

reader-interest contents. An occasional one column or half-page ad spaced through the pages—perhaps two ads in a twenty-four-page magazine, is a good proportion of commercial space.

RADIO GIVES A GOOD PATTERN

If you will time the next popular radio program you listen to, you will find that the sponsor presents the listener with twenty-seven minutes of the finest entertainment in the hope that he will listen to only three minutes of commercial.

In your magazine, about three full pages (the inside front cover, the inside back cover, and the back cover) plus two single-column or two half-page ads is about enough for a twenty-four pager to carry.

Assuming, as we have throughout this series of articles, that our sponsor manufactures a building board, it is quite all right in his magazine to bring into some articles a reference to his products by name.

If you want to lean over backwards to be non-commercial in the articles, these products could be mentioned as a general classification such as "hard boards."

Specific subjects for articles will present themselves to you in large numbers, once your mind starts working along those channels. The one point to remember is to keep them of general interest, and at the same time sell your sponsor's goods.

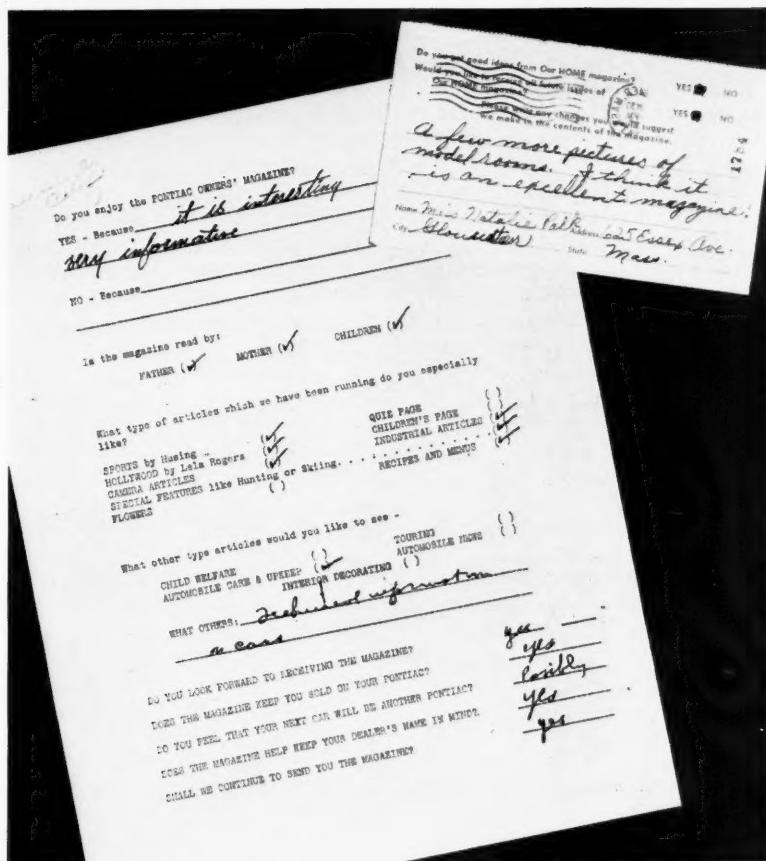
APPEAL TO THE WHOLE FAMILY

For example: our magazine would no doubt be sent to home owners. Every magazine going to the home should have some articles of special appeal to the housewife.

Suppose, then, that we use an article on "The Post-War Kitchen." It would be very appropriate and not out of step with the best magazine formula to refer to the walls of the kitchen and to mention an economical and utilitarian use of hard boards—their durability and the ease of keeping them clean, and other points in their favor.

In trying to gain the attention of the camera fan of the family, we might show him how to construct a basement darkroom, giving him the plans and layout for location of the equipment he uses.

Incidentally, the room would have to be partitioned from the rest of the basement or attic. This gives us



Questionnaires such as these give definite assurance that the magazine is read. Make them easy to return

a perfectly natural reason for recommending wall-board for partitioning the room.

See how easy it is?

We must *always* remember that if we are planning a magazine which is going to the home *it must be planned to be of interest to every member of the family.*

Approximately 90,000,000 people attend the movies each week. It is very obvious that this is truly a national interest and many of your readers are bound to be movie fans.

ALWAYS SELL YOUR PRODUCT

However, as has been noted before, each article should bear some relation to the product, therefore it would be well to depict Hollywood stars in homey surroundings—or use photographs of their homes which might provide the home owners who read your magazine with ideas they can use.

The Hollywood studios are always willing to coöperate by supplying pictures and copy. Under the right conditions, Hollywood is always receptive to dignified, clean publicity.

Endorsements and testimonials are not permitted except by special arrangement. By contacting the publicity departments of the studios, the printer can get all the material he needs.

"BIG NAMES" PLEASE READERS

Wherever it is possible, "by lines" should be used in connection with the articles. In many instances you will be permitted to use a well known Hollywood name as the writer of a Hollywood article. These articles, however, must be okayed by the studio.

If a home is being described or a new building idea is being introduced it is well to use the name of a well known architect in connection with the article.

As everyone knows, this is the most sports-minded nation in the world, so it is good to include at regular intervals articles of special appeal to sports lovers.

In these cases it is especially good to use a prominent sports name as the writer. Usually these articles are prepared in the editorial office and

the famous name is merely used as the "by line."

Nothing pleases the sponsor of your magazine, and makes him want to renew his contract year after year like letters from readers.

HOW TO GET LETTERS

There are many ways to draw this correspondence—and it should be noted that these letters can be made a very important part of the sponsor's merchandising procedure.

They can be turned over to the various dealers from whose territories the letters have been received. Given to the sponsor's own field organization men, the letters supply reasons for making extra calls upon the dealers. Naturally, each letter represents a prospect with a lively interest in the sponsor's product.

One very effective means of securing a heavy response from readers is by means of prize contests.

For example: by offering a first prize of \$15.00, a second prize of \$5.00, and five prizes of \$1.00 each—a total of \$25.00, to housewives for favorite recipes or for household hints, you will receive a deluge of letters.

Photographic contests will pull mail from the men folks as well as the women and allow you many extra opportunities to picture your sponsor's product.

By all means excite the interest and attention of the children of the family by devoting at least one page to their contributions.

This page, too, offers splendid opportunities for presenting many ways to use the sponsor's product, which in our case is wall board. The children can build many useful things, using the sponsor's products.

Show pictures that demonstrate new ideas for children's rooms. This is a mighty important room in the home, as most families build homes because of the children.

If the youngsters can be shown some room ideas that are out of the ordinary it is quite certain they will influence a sale.

CHILDREN INFLUENCE BUYING

No matter what the sponsor's product might be, if his magazine goes to the home there definitely must be a page for the children. Their influence, if properly applied, can be useful to the sponsor.

This securing of evidence of the magazine's readership can be done by sending questionnaires to the readers at regular intervals.

These questionnaires can be in the form of a postal card—the business reply type requiring no stamp—or a more comprehensive kind covering many phases of the magazine. Of course the first group of

questionnaires should not be sent out until the magazine is at least six months old.

Make it easy for the reader to fill out and return the questionnaire. On your post card ask the reader if he enjoys your magazine, whether you shall continue to send it to him, and leave space for suggestions and comments.

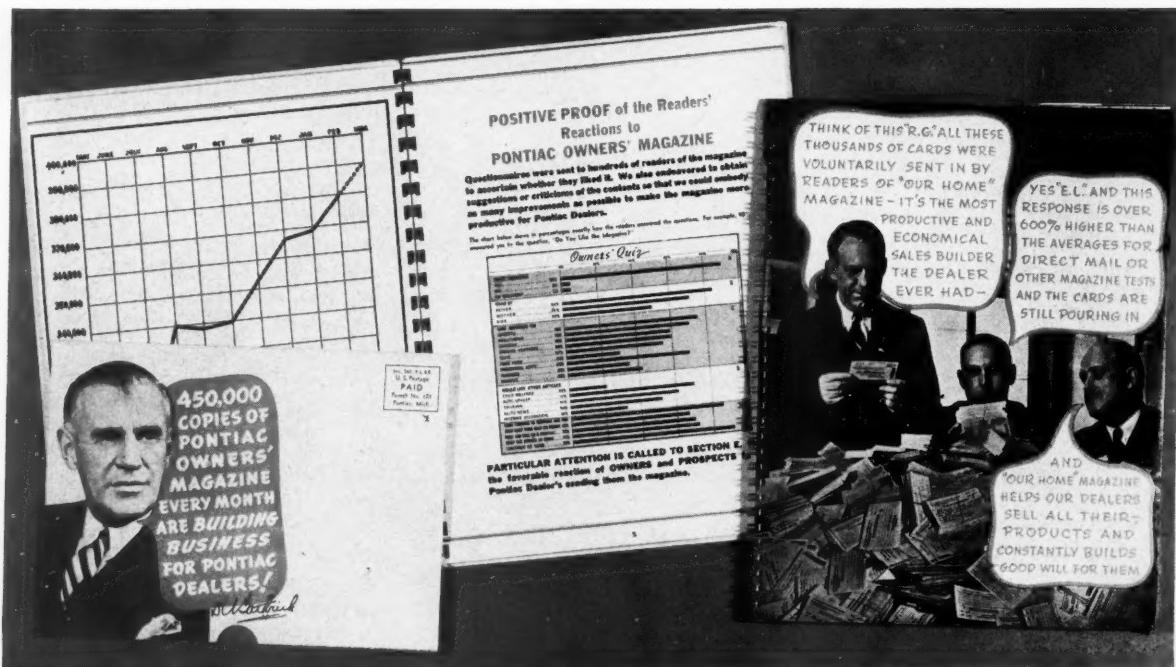
MORE COMPLETE QUESTIONNAIRES

When you send out a more elaborate questionnaire, it can take up the matter of preference in types of material published.

Questions can also be asked in regard to the product being sold—about dealers' services, and many other points which will supply the sponsor with much information and his dealers with fine sales material.

Bear in mind, Mr. Printer, that if the magazine is to be kept alive and going, definite interest on the part of the readers must be proved in order to hold the sponsor's interest and the dealers' support.

When a good number of responses to the questionnaires have been received, it is a good idea to send to the dealers a dramatic presentation of the cards and letters received. This proves the readership of the magazine, and indicates to the dealers that their support of the magazine pays them real dividends.



The more complete and compelling you make your presentation proving magazine readership, the longer your contract will last. These encouraged contract renewals

"Keeping-in-touch" Printing Is A New Market!

Printing which helps our boys adjust themselves to military life and arranges for

their return to civilian life with little friction is an essential part of the war effort • By C. V. Morris

FOR you, Mr. Printer, all this display of patriotic interest in the boys and girls in uniform adds up to three things:

1. A brand-new, untitled printing market . . . wide open for the dramatic and unusual promotion ideas.

2. A market established as *essential* in the eyes of Uncle Sam, (W.P.B., O.W.I., Army, Navy, Marine Corps) as "good for morale."

3. A market established as *essential* in the published Treasury Department rulings which permit deducting such printing expenses from income tax returns.

A WIDE OPEN MARKET

If that isn't a tailor-made market, with all obstacles removed, this reporter ain't never seen one. And don't you believe that advertising managers and personnel executives throughout the great and ever-expanding war industries aren't faced with the important job of "keeping in touch" with their servicemen-employees on the world-spread fronts. Because they are, and they need your creative assistance.

A recent survey of war industries reveals this trend to "keeping-in-touch" printing. The study made in the interests of the Graphic Arts Victory Committee is reported upon exclusively in THE INLAND PRINTER as another contribution to your file of wartime sales data.

Before you go dashing off in pursuit of your share of this new, "keeping-in-touch" printing, you'll want to know more about the reasoning behind the initial use of it. Your reporter presumes to supply you with that information in a form to make it easy for you.

There's no denying the patriotic impulses responsible for the trend. But, just the same, hard-headed businessmen who oversee printing budgets are practical gents, too. Therein lies your selling approach, Mr. Printer. . . . *Be practical.*

Said hard-headed businessmen are taking the long-range view. Sure thing—they're listing these prime objectives of their "keeping-in-touch" policy: 1. Good human relations. 2. Good public relations. 3. Good employee relations.

But they're actually pointing at this one main objective, 4. *Post-war assurance of experienced manpower.*

★ When one of America's greatest industrial firms publishes a house magazine—two colors letterpress, 8½ by 11, 24 to 32 pages—for servicemen only, you can be far more than sure there's a bonafide reason for making the investment . . .

★ . . . when still another of America's great companies publishes a guide book—"To Employees Entering Military Service"—complete with information covering transition from civilian to military life, and return, that publishing cost comes under the heading "important". . . .

★ . . . when one of the country's leading Community-War Chests carries its message to every hometown soldier, sailor, marine, WAAC and WAVE, via a "News From Home" monthly, the budget committee is certain to have pondered long before permitting the expenditure.

★ . . . when another prominent name in national advertising fosters a company-wide "letter-writing clinic," and matches every letter to a serviceman with a carton of his favorite smokes, depending upon it said expense item is qualified as essential

(Or in the case of service organizations like Community-War Chests, *et cetera*, assurance of good will.)

That's your cue. It's good business to trade on it . . . good business to build your creative ideas around it. Because after Victory, with all thoughts and planning focused on greater peacetime production, every industry will want anew the services of the experienced personnel that went off to war.

★ EDISON COMPANY SETS PATTERN

Suppose we take a peek at a few of the early "keeping-in-touch" efforts of some manufacturers.

That great industrial firm mentioned in the panel on this page is identified as Thomas A. Edison, Incorporated, of West Orange, New Jersey. Its house magazine is titled *Edison Men at War* and features only pictures of and stories about former Edison employees now scattered around the globe, fighting in the armed services.

Edison Men at War is newsy, casual, and human in its editorial treatment. Every sailor, soldier, and marine knows the whereabouts and accomplishments of every other former fellow-employee at the Edison plant. A count shows every issue is packed with more than seventy snapshots of the boys.

WRITTEN FOR THE BOYS

Every article is colorfully presented in military lingo, with special emphasis placed upon high-ranking achievements and interesting letters from the battle fronts. . . . Yes, sir; *Edison Men at War* is all "khaki and navy blue."

Writing to your reporter, Rod Fuller, editor of the Edison publication, contributes the following to your stock of sales arguments for such publications: Read and heed . . . well:

. . . In thinking of this general matter of recognizing the part played by our boys in the Armed Services, the thought occurs to me that in most house-organs the part played by the employees "gone off to war" is given entirely too incidental a place in the publication which continues to devote all its attention to the company's own at-home activities, as in peace time."

"Even when the company may be engaged now in war production and consequently devoting house-organ pages considerably to activities engendered by war production, I question whether more might not be accomplished for the company's employe morale by much greater

emphasis on photographs and news items concerning those who have 'gone off to war'

Thomas A. Edison, Incorporated, concurs with Editor Fuller's reasoning, that much is certain, for *Edison Men at War* is a fixture in the publications department.

★ A MILITARY GUIDE BOOK

Realizing that the transition from civilian to military life is not a gradual process, writes J. H. Lide, assistant general advertising man-

will yet published by an employer. Every serviceman going off to war is made aware of the faith his country and his company have in him. He knows the basic provisions of his country's laws in protecting his possessions while he is with the colors.

He knows, too, that Westinghouse is interested in protecting his status as an employe until he returns after Victory. (A letter to Mr. Lide at the Pittsburgh office of the Westinghouse Electric and Manufacturing

year book . . . a year book much in the manner of the college annual . . . of all servicemen, their pictures, their advancements, their accomplishments, their letters.

It's a work of art, every bit as fine a job as the finest college annual. Two-color letterpress, 8½- by 11-inch page size, 128 pages, fabrikoid bound. More than 100 halftone reproductions.

The year book is being mailed in a specially designed container to each serviceman. It is planned, too, to send the book to each serviceman's mother or wife with a specially written letter by the president of the company.

That's thinking for your printing orders, Mr. Printer. Think a bit yourself . . . you'll see, you'll come up with a new idea yourself.

★ MONTHLY "NEWS FROM HOME"

In Staten Island, a New York City community of 60,000 families . . . which has already supplied Uncle Sam with more than 10,000 fighting men, the Community-War Chest stands as an important cog in the machinery of home-front protective agencies. More than that, with the added duties of collecting for U.S.O., the various allied relief organizations and the Army and Navy relief societies, the Chest is joined in a common cause with the men who are in uniform.

The Chest tells the boys just that (good business for the Chest to do it) . . . the Chest reports to them on the world battle fronts just as it reports to the Community regularly. The bulletin—"News From Home"—is the answer to the Chest Director's plea for the additional publicity budget.

Henry Endress, executive director of the Staten Island Community-War Chest, one of the foremost organizations of its kind, is the author of the following pledge to men in uniform. (*Clip—for your own selling data—pledge is well put.*)

"KEEPING FAITH WITH THE BOYS"

We, the folks back home, conscious of our responsibility to the men in uniform, are working and giving to accomplish what you want most:

1. That your community continue to be worth fighting for. That it will be pleasant to come home to, and better than when you left it.

WHAT EVERY PRINTER SHOULD KNOW

About Production and Use of "Keeping-in-touch" Printing

★ *The War Department*, through its Public Relations Branch, Services of Supply, Washington, D. C., will assist in the production of "keeping-in-touch" material. Will provide—

★ Editorial information for manuals given employees entering military service.

★ Military action pictures for use as background material.

★ Complete records of awards and citations to employee-servicemen. Write Colonel W. N. Wright, Jr., War Department, Washington, D. C.

The Department of the Navy, through its Office of Public Relations, will also assist in this work.

★ For all editorial information required write Commander R. W. Berry, Office of Public Relations, Washington, D.C., or consult your own Naval District Public Relations officer.

★ For photographs of naval life and action for use as background material, consult your own Naval District Photographic Division.

The Marine Corps, through its Public Relations Department, Washington, D.C. makes its services available in the preparation of "keeping-in-touch" printing.

★ For all editorial information and photographs of marines in action write Brigadier General Robert L. Denig, Washington, D. C.

(IMPORTANT—Army, Navy, and Marine Corps will be deeply grateful for twelve copies of each printed piece in which their contributions are used.)

Office of War Information recommends "keeping-in-touch" printing providing information does not serve the enemy. O.W.I. does not insist upon complete censorship, but it is recommended that O.W.I. be informed of all developments. Ken R. Dyke, Chief, Bureau of Campaigns, Washington, D. C., will be helpful to printers and advertising men seeking information.

The Treasury Department recognizes "morale" printing as an "essential" contribution to the total war effort, and permits such expenses to be deducted from federal income taxes.

ager of the Westinghouse Electric and Manufacturing Company, Pittsburgh, Pennsylvania, the company published a military manual—two colors, letterpress, 5 by 9½ inches, sixteen pages.

This guide book acquaints each serviceman with: *one*; the assistance he will receive from Uncle Sam in adjusting servicemen's civilian obligations while away in the service—*two*; Uncle Sam's means of caring for the serviceman's dependents; allowances, insurance, pensions—*three*; opportunities in the service—*four*; his status with the company while away on leave of absence—*five*; his place in the company at the expiration of leave of absence.

Here is one of the most outstanding contributions to employe good

Company will bring a copy of the Westinghouse guide book to you.)

Few companies, the survey reveals, have made the most of this opportunity of creating good will among men leaving for service.

THIS IDEA'S TOO GOOD TO KEEP

Here, your reporter is telling tales out of school. But, if he refrains from mentioning names of printer and customer, maybe he'll be forgiven . . . by the printer-friend who sold a revolutionary idea to a big name in industrial advertising. The idea's so "hot" it just won't keep . . . even the printer-creator realizes it. Once his book is off the press, others will follow suit. That's almost certain.

Friend printer sold said "big name" on the idea of publishing a

2. That we take good care of your family and loved ones while you are away. That facilities and means are ready to meet their needs.

3. That we meet your needs in war production.

4. That we continue to send help to our allied nations so that they may continue to fight at your side.

5. That, by letters and news from home and by providing recreational facilities wherever you may be, we help you over the "rough spots."

shots, excerpts from letters, and a list of all Johnson men in uniform.

NOT ALL BIG PRINTING ORDERS

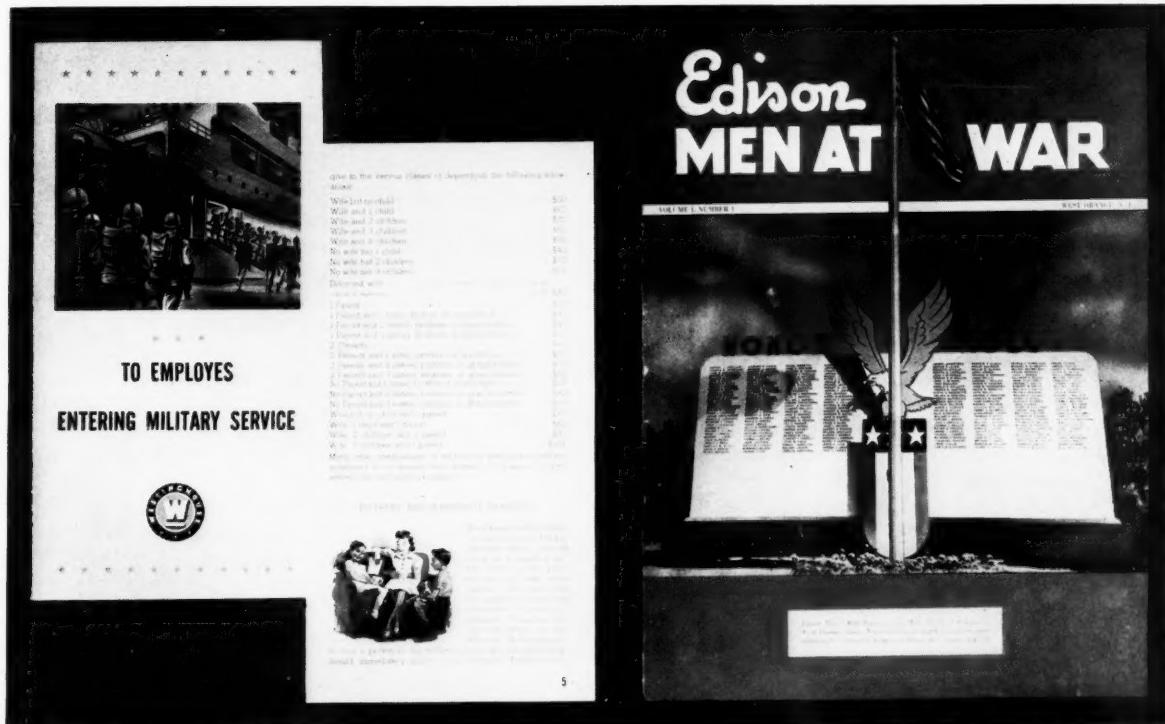
Don't get the impression that all this "keeping-in-touch" printing is big stuff . . . long run . . . elaborate; it isn't. Much of it is unimpressive in itself . . . as, for instance, the "round-robin" letter form created by the Port of New York Authority.

It's a patriotic looking, 8½- by 11-inch letterhead sheet—two col-

"We have no great display nor band playing in our system," writes advertising manager, Ned T. Davis. "We show our employe-buddies that they have not been forgotten. This, in turn, will pay big dividends when the war is ended and readjustment is necessary . . ."

★ PEPPERELL PUSHES LETTERWRITING

The Pepperell Manufacturing Company, Boston, Massachusetts, according to advertising manager



At left: Cover and inside page showing information offered in Westinghouse manual for service men. Right: Edison magazine has interesting, well printed covers

6. That a just and practical peace and world order is being planned that you will not have fought in vain.

We are keeping and shall continue to keep this faith."

ISSUES MONTHLY HONOR ROLL

The H. A. Johnson Company, of Boston, Mass., issues each month a pictorial "honor roll"—three colors letterpress, 6 by 9 inches, twelve pages—and report of servicemen's activities. It is included as a special feature of the company's house magazine, "*Bestovall News*," writes advertising manager, William E. Aldrich, and is a successful contribution to employee morale.

Each issue of the "honor roll" contains more than twenty snap-

ors letterpress. Padded, these letterheads go the rounds of all departments daily, affording all employees the opportunity of writing frequently to former associates in the services. The Port Authority encourages the use of the "round-robin" forms with special posters and constant plugging in the house magazine, *The PADiary*.

At LaPlant-Choate Manufacturing Company, Cedar Rapids, Iowa, the company itself maintains regular correspondence with the men in uniform. A special letter form and accompanying gift is sent each serviceman-employee the moment his address is known. Thereafter, frequent letters are written and season tokens are sent to each man on the list.

F. L. Cheever, Jr., rates the job of "keeping-in-touch" with former employees a major one.

So much so, they created the now much-heard-of "letter writing clinic" to encourage a constant flow of letters from plant workers to their former associates. The company matches every letter with a carton of smokes or a box of candy.

That little "bribe" idea gets out the letters. Hundreds of them are written regularly by employees.

Posters and special bulletins herald the company offer and serve as prodding agents, and, in support, *The Pepperell Sheet*, company house magazine, keeps up a continuous bombardment of appeals for more letters, publishing the best for all to read as examples.

To assist the plant workers in writing better and more interesting letters, the following recommendations have been made by the company, in bulletin form: (*Clip for your own selling data . . . it's good stuff*).

HOW TO WRITE THESE LETTERS

Your soldier and sailor friends need good letters from home . . . more than they need cigarettes or books or most anything else you send, except snapshots. Good letters are precious to them . . . the mailman doesn't visit too often.

Be a good reporter. Bring the home town to them in every letter. Keep them posted with the whereabouts of their friends in the service. What's new in the factory . . . among their closest acquaintances. Tell them about the movies you see . . . the radio shows you hear . . . about the games you attend . . . who won them. . . . Gossip a bit, if you want to, but don't upset them. . . .

Don't be boastful of big pay envelopes. Don't provoke homesickness. Don't gripe over their failure to get home often enough. Don't report illnesses at home . . . they have woe enough of their own. Don't wail. Write happy letters. Amuse them.

Short letters, posted once or twice a week, are far better than long letters written infrequently.

YOU WILL HAVE OTHER IDEAS

This report has gone far enough in disclosing how other printers are selling "keeping-in-touch" printing. Those fellows have no corner on ideas.

Your ideas are every bit as good as those of the next fellow. Perhaps you've been too busy to get many ideas, and perhaps the trouble is that your idea factory needs a little stimulant.

Now that a way is pointed to enlist your talents and printing equipment in a very essential wartime job, you'll follow through and develop enough new and patriotic plans along such "keeping-in-touch" lines to make this report seem inconsequential by comparison.

And know what? That's your reporter's idea. Only, you'll have to promise to send copies of all your creations to your reporter at THE INLAND PRINTER. That's fair enough, isn't it?

BY JOHN M. TRYTTEN

Instructional Material Logical Field for More Wartime Printing Sales

• THE ADVERTISING and public-relations problems of American manufacturers today are tremendous. Hardly a one of them can advertise any products for sale.

Continued pounding away at the theme ". . . our part in the war effort . . ." and the Army-Navy "E" has begun to wear down even the most case-hardened of advertising managers.

Still past customers must be kept happy and informed, future customers must be courted against the day, soon, we hope, that the war will be over. So these manufacturers have fallen back on the time-tested but far from highly developed institution of instructional materials.

And this is where the printer comes in.

The alert printer sees immediately that most instructional materials likely to be offered by a firm are *printed* materials: booklets, charts,

scales, placards, folders, and other devices which are adaptable to printing processes.

Even such non-printed materials as films, slidefilms, plastic products, and models need printed materials to amplify and explain their use.

Obviously some printer must print these materials . . . *your* plant . . . why not? The best way of getting your share of this work is to see to it that the idea originates with you! Don't wait to be called in to bid on the job—by then it's only a "price" proposition.

To originate ideas of this sort is simple. You don't need any more creative department than your own brain; you needn't talk fancy art or color work unless equipped to do it.

All that is needed is an understanding of instructional materials, their types, their uses, and their importance—and, of course, how they apply to the specific advertising problem of your prospect.

Let's take these points up, not necessarily in that order.

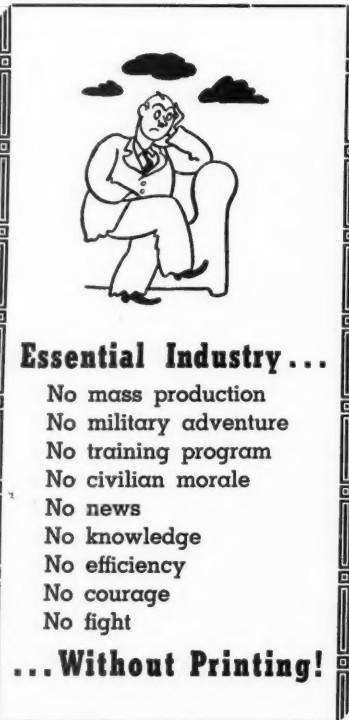
First, the uses of instructional materials are several, but all similar. Primarily, as the name suggests, they are to instruct.

They may tell a lathe operator *how to use a lathe*, *how to cut a screw-thread*. They may tell a tool-grinder *how to conserve critical tools and steels* by careful use of his grinder. They may tell a welding student in a trade school *how a weld is made*—this increasing his comprehension of his job.

Note that in every case, they tell *how*. They are accurate, they are specific, they are informative, they are practical. And wherever possible, they are brief.

Second, instructional aids are *important*—more so than ever before, since they help speed the training of war workers, assist in the conservation of tools and materials, prevent lost man-hours by promoting safety.

They are so important that the National Industrial Advertisers Association has formed a committee



Strong words reprinted from the January bulletin of the Atlanta Master Printers Club of Atlanta, Ga.

to compile a list of all such materials for use by war industries.

Industrial Marketing recently stressed their importance in a lead editorial. *School Shop* magazine has preached from the beginning the value of such materials when placed in the hands of industrial education teachers the country over.

Your printing must, whenever possible these days, carry more than its weight for the war—instructional materials do carry their weight, and more.

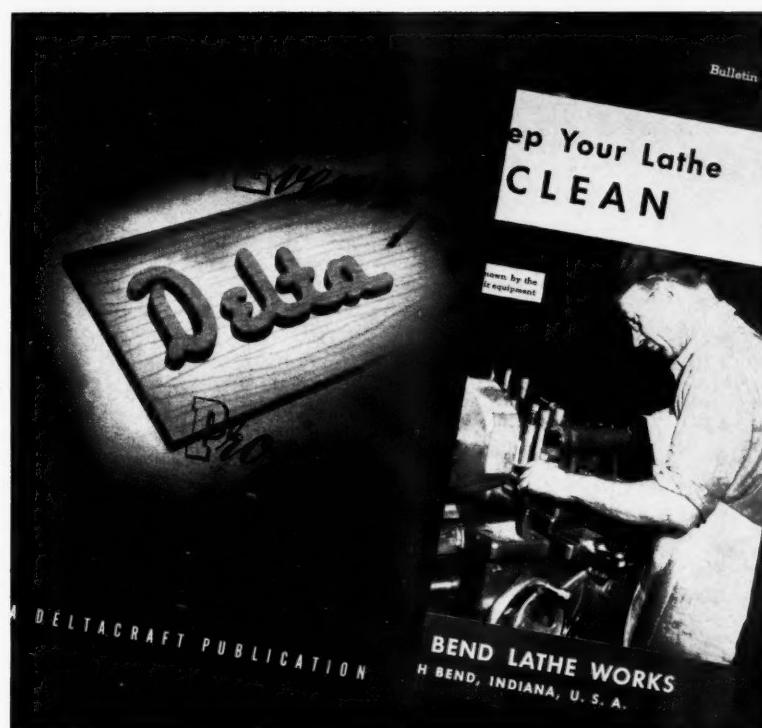
Third, know the different types of instructional materials that you can produce in your plant; that are likely to be wanted by the type of industry in your community.

Several specific types are shown in the illustrations; observe them closely and think of similar applications for them in your neighbor's business.

A camera factory now making binoculars for the Navy wouldn't be interested in a decimal-equivalent chart, but it might be in a short booklet on *how to make your (brand name) camera last for the duration and give good results*.

On the other hand, a decimal-equivalent chart might be worked up to imprint the names of different firms at the bottom, at so much a thousand.

And fourth . . . most important: know as much as possible about the



This manufacturer of woodshop machinery publishes a series of top-notch home projects using its equipment. Operation manuals are giving way to maintenance manuals such as this of South Bend Lathe Works

advertising problem of the plant you have in mind.

Pick a specific plant to work on. Read its trade-paper advertising; get copies of its catalogs, house-organs, present instructional aids . . . learn how its product is used. Then go to work on the idea.

It is fatal, at this stage, to think in terms of "how can I drum up a little business for myself?" Rather, put the question "how can I fit the services of my plant into the solution of the advertising and public-relations problems of this particular manufacturer?"

Once thought up, the idea must be presented to the advertising manager of the firm in question. It must be presented personally, to get over the details of the idea. Use phone or letter only to make an appointment or say you are coming. Then prepare a dummy or sketch to take with you—coming empty-handed is only slightly better than coming empty-headed.

Don't be diffident about outlining your idea—if it is any good at all, the man you are talking to will be glad to listen and profit thereby.

On the other hand, don't be pig-headed and get sore if he rejects the idea or changes it entirely around

—or if he takes all the credit with his superiors for originating the idea. If you get the *order*, that's what you were after.

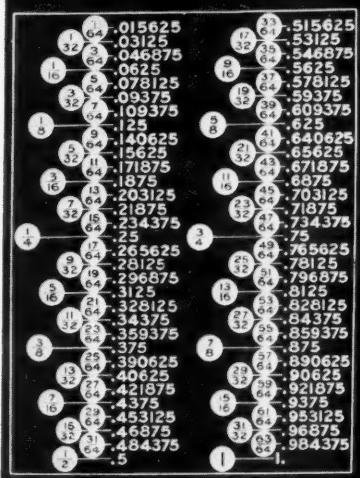
If the idea is rejected—because of its similarity to an item already in use, or because it has already been unsuccessfully tried, or because it is contrary to company policy—try to think of its application to this firm's local competitor or a firm in a related field.

Outline just as much of the idea as will get the essentials of it across to your listener—then stop. To fill in the details, to apply the idea to his individual firm, to write copy and make the final layout—all this is the job of the advertising manager. And when he grasps your idea, your job is done.

Don't expect, either, always to come home with the print order in your pocket. Some time may elapse before the job is ready for the printer, and before the quantity to be printed has been determined. And then, regrettably, most orders must go through the purchasing department for quotations.

But your quotation will inevitably stand in a favored position because of the groundwork you have done in advance.

Decimal Equivalents



MALL TOOL COMPANY
7780 SOUTH CHICAGO AVENUE
CHICAGO, ILLINOIS
TELEPHONE: REGENT 8040

Inexpensive materials can be more widely distributed. This chart has room for imprinting names

HOW OVERSEAS PRINTERS CARRY ON DESPITE MANY WAR RESTRICTIONS

English Printers Must Inform Customers of the Restrictions

◆ A printer in London, England, was blamed for failure to notify his customer that a new order had been issued prohibiting the gratuitous distribution of advertising circulation. The transfer of blame was sought when the customer was brought into court for violation of the order, specifically for having distributed 19,000 circulars from December, 1941, to May, 1942.

The actual order for the printing of the circulars was given to the printer on November 13, 1941, the day after the restrictive law had been issued. The advertiser argued in court that the circular was a trade list and hence not subject to the restrictive law, but the prosecuting attorney came back with evidence that the "trade list" was not circulated among wholesalers and traders, but was distributed to the public.

Then the defendant argued that the printer had not warned the customer that there was a restriction against circulation of free advertising matter.

The Judge, Sir George Broadbridge, in dismissing the case because of technicalities, asked the prosecuting attorney "what the Ministry was doing about the very considerable waste of paper that was going on in the distribution of circulars to Members of Parliament."

The Ministry attorney parried by saying that if Sir George would send him specimens, "he would see that the matter was referred to the proper quarter." Sir George replied that if he had to send specimens of all the circulars sent to him, he would need a van for them.

British Printer Must be Careful How Many Posters He Prints

◆ In a case that came before a magistrate at Leeds, England, the promoter of a wrestling match was fined for exhibiting more than ten posters about the show and affixing some of them within 100 feet of each other. The judge, in fining the promoter, declared that "if the Authorities wished for penalties to be imposed, they should prosecute the printers for aiding and abetting."

The British Federation of Master Printers, in commenting about the statement of the magistrate, said: "Many members might imagine from this that they must refuse to print any more than ten posters for any

one entertainment of that kind, but there is no obligation whatever on the printer to restrict his customer."

Another comment was that it was not the intention of the Ministry of Supply "to make the printer a policeman in regard to the actions of the promoter and the billposter."

Forced Scrapping of Machinery Aids Scrap Drive in England

◆ Printers who are contributing sparingly to the volunteer scrap metal collection campaign in this country might be interested in how they do the collecting in England. *The British and Colonial Printer* published an article referring to "Compulsory Disclosure of Scrap Metal."

Information must be made on a prescribed form which may be obtained from "Scrap Recovery" Ministry of Works and Planning. All occupiers of all premises in England, Scotland, and Wales are concerned. The definition of scrap is as follows:

"Metal—ferrous or non-ferrous—other than aluminum or magnesium or their alloys, is deemed suitable for scrap, which is, or forms part of, any building, structure, plant, or article which is dis-used, obsolete, or redundant, or otherwise serving no useful purpose."

The Ministry has indicated that "while the order necessarily calls for returns in respect of machinery and plant which is dis-used or serving no immediate purpose, this does not mean that there is any intention to take, as scrap, valuable machinery and plants which it is important to preserve for post-war use."

Paper Meted Out by Square Inch Reasonable Requirement is Rule

◆ More restrictions placed upon the use of paper in England have been issued in a new order issued September 14. Advertising circulars relating to the sale of goods or to any business

"may in general only be distributed on prepayment of at least a penny for each circular."

Appeals for money may only be distributed by any person or body up to three-twentieths of the weight distributed pre-war.

Only forty square inches of paper are allowed for window display advertising, or for table d'hote menu cards.

No poster may cover a greater area than 1,200 square inches, and the restriction is maintained of exhibiting not more than ten posters for any one entertainment.

Circulars may be distributed gratuitously only to a person "who requests the delivery to him of that circular" relating to "industrial, laboratory, or agricultural plant or machinery or equipment, insurance particulars, particulars of educational courses, catalogs relating solely to seeds or plants, or to insecticides or fertilizers."

Another provision is that "only such quantity of paper as is reasonably required for the purpose may be used for any document, leaflet, pamphlet, report, letter, or memorandum, whether typewritten, written, or otherwise made."

Blackouts Detrimental to Health of Printers, Experience Proves

◆ One of the bad effects of "black-outs" in British printing plants and other factories is that in the hurried measures taken during the emergencies, the means of ventilation has been interfered with, thus affecting the health and productive capacity of workers.

The Ministry of Labor and National Service has studied the subject, and has issued a pamphlet concerning "measures which can be taken to improve ventilation without permitting the escape of interior artificial light, such as mechanical ventilation, provision of light-trap ventilators and stimulation of air-movement."

Printing Correspondence Courses for Soldiers in British Forces

◆ Soldiers in the active forces of the British will soon get correspondence courses in printing, so a news item in *Caxton Magazine* states. Teachers "are now drawing up plans for a basic syllabus of subjects for the course."

The organizations co-operating are the Association of Teachers in Printing and Allied Subjects, the Association of Teachers in Technical Institutions, and the Association of Principals of Technical Institutions.



Toward a New and Better World

Printers Must Reconsider Operating Ratios

In view of higher taxes and wartime price regulations, old

concepts of a safer ratio of working capital to current liabilities will court disaster • By A. C. Kiechlin

TAXATION AND PRICE CONTROL will play hob with operating ratios that business counselors were accustomed to consider an indication of efficient management before the war.

No one can foretell what adjustments must be made to line up future operating routine with the war or postwar economy so that business survival is assured, but there are certain vulnerable spots that the printer should watch carefully to note the deviations from normal trend and take whatever corrective action he can.

MONEY FOR OPERATING ESSENTIAL

One important operating element that demands close observation today is working capital, the funds needed for current obligations, such as payroll, working materials, taxes, interest, advertising, *et cetera*.

Working capital has always been an important factor in printing plant operation but few printers have ever considered it. Many do not know how to compute it.

Similar negligence from now on offers a much greater hazard to survival than in days before Pearl Harbor because price control and burdensome taxation greatly complicate the problem of maintaining an adequate supply of working capital on hand.

To provide a better understanding of this important operating essential and make it less difficult to bridge the war and postwar periods safely, we dedicate this counsel.

Working capital is the excess of current assets over current liabilities. If the current liabilities exceed the current assets, you have a floating debt.

Working capital consists of two parts: cash assets, comprising cash and receivables, and trading assets, comprising inventories. Now that price control prevents the "upping" of profits and, in some cases, freezes

profits to a low level, because taxes will take a greater portion of profits from now on and taxes must be paid in cash, it is obvious that the ratio considered safe before the war has undergone a change.

From our field studies, we find that few printers realize this, even those who check their working capital ratio as carefully as their costs, net profits, and other operating figures.

Normally, when his cash assets equaled current liabilities, a printer's financial condition was considered satisfactory. If cash assets, otherwise receivables and cash, had a ratio to trading assets or inventories of 5 to 1 for printers who carried only current supplies of paper, ink, binding materials, and metal for typesetting, and 3 to 1 for printers carrying substantial stocks of paper and other working materials, this was also considered satisfactory.

Heretofore, in all fields, it was agreed that the working capital could be lower if cash and receivables exceeded inventory than if inventory exceeded cash and receivables, because there was more confidence in the liquidity of cash and receivables before the war. Then, inventories were subject to market fluctuations and customer acceptance, whereas, cash and receivables are definite sums.

MATERIALS BETTER THAN MONEY

But this viewpoint, safe in normal times, is not rational now. With materials harder to get as time goes on, business men will place more confidence in inventories than in cash assets, so will banks and credit men, hence, the less working capital a business will need if inventories show a better ratio to cash assets.

Obviously, with money so abundant and goods so scarce, it won't be hard to turn inventory into cash when needed today, the same as any other good collateral. If inflation comes, accounts receivable and cash will become secondary to inventories and other holdings.

Hugo Stinnes once owned nearly all of Germany by making agreements to take over properties, paying so much down, then waiting for the printing presses to help him settle his obligations with depreciable currency.

Every effort is being made to stem inflation in this country and we hope with success, but it pays to keep your eyes on the trend because the elements that comprise your working capital will undergo change as inflationary trends increase—inventories and fixed assets take precedence over cash and receivables.

There is no fixed ratio between cash and the other accounts on a financial statement but the cash account in normal times was considered adequate if it ran 30 per cent of current loans.

BUCKLEY'S BROKEN LEG DEFERS CONTEST DECISION



Homer J. Buckley, well known Chicago direct-mail advertising authority, who is one of the judges in The Inland Printer letterhead contest, was struck by an automobile last month, suffering a fractured leg.

We regret that the winners in the contest cannot be announced until Mr. Buckley is able to add his decision to those of the other judges.

But higher taxes, the highest in our history, enter the picture here. They should be considered in the category of a short-term or current loan because they must be paid within a year and the Government isn't keen on granting extensions, particularly at this time.

If you do business in the higher brackets, your tax obligation will be "upped" sharply, freezing your current liabilities to a much higher ratio than before.

CHARGE TAX OFF MONTHLY

Heretofore, most printers have waited until the end of the year to determine their tax, then entered it on the books. This was never good business practice but when the rates were low, it did not create much distortion in working capital ratio.

Safe procedure today is to estimate the tax for the year, then prorate the total sum over the twelve months. This automatically places an accrued liability on the financial statement, which should be added to the current loans when computing the cash-to-current-loans ratio.

If you do not do this, you may find yourself without the funds to pay your taxes when due or you can pay them but must let your other current obligations slide.

Price ceilings may also enter the picture here. The printers whose prices are frozen at low margins will more than likely find it prudent to increase their working capital requirements, depending on conditions, whereas, those printers who can earn a substantial margin under ceilings may be able to operate safely with a ratio nearer normal.

WORKING CAPITAL IS IMPORTANT

The ratio of fixed to current assets is a consideration, too. If you have invested too heavily in fixed assets, or in other ways impaired working capital, you will have a harder time under our war economy than those printers free from burdensome obligations.

When business management is efficient, the working capital is usually in better shape than where the reverse is true. Where credit is granted promiscuously and collection procedure is below par, working capital is likely to be unsatisfactory.

Efficient credit and collection procedure keeps receivables paying promptly so that the cash account

usually shows a satisfactory ratio to current obligations.

We cannot advise you on the adjustments needed in your working capital or other operating ratios because all printing shops differ in this regard and we do not know definitely the trends of economic

Bankers and credit men formerly considered that a current ratio of 2 to 1, in other words, \$2 of current assets to \$1 in current liabilities, provided adequate working capital.

Printers used this yardstick, but our experience shows that it was never a safe ratio in this industry.

It depended upon other variable factors, such as credit terms, ratio of cash assets to trading assets, terms of suppliers, adequacy of inventory to customer demand, the number of "slow pays" on the books, *et cetera*.

YOUR PLANT NOT LIKE OTHERS

Even today, a safe ratio for one plant may mean "curtains" for another. Our field research, however, throws enough light on the subject to make it stand out in sharper focus.

The figures we analyzed show that when the current ratio was 1½ to 1, or \$1.50 of current assets to \$1 in current liabilities, the shops in the group averaged a loss of 0.25 per cent on sales and 1.53 per cent on working capital.

When the current ratio was 2.8 to 1, the printers in this group averaged a net profit of 1.07 per cent on sales and 10.9 per cent on working capital, when the current ratio was 4.8 to 1, the net profit was 3.7 per cent on sales and 23 per cent on working capital, indicating that the current ratio in normal times should be at least 2½ to 1 to show earnings.

RATIO MAY BE TOO LOW

If the printer accrues his taxes monthly, he should get by with the same ratio now but if his prices are frozen to lower-than-normal levels, he will more than likely have to "up" the ratio to at least 3 to 1.

That collection routine influences working capital, as we pointed out before, is indicated by the following figures.

Those printers with a loss of 0.25 per cent were lax on collections, the average period being fifty-five days, printers earning 1.07 per cent on sales averaged a collection period of forty-one days, whereas, those who had top earnings of 3.7 per cent averaged the lowest collection period—thirty-four days.

Although these figures were compiled for the years 1940 and 1941, when conditions were more stable and the old yardsticks were still

Current News and The Bible

By Deacon Clearsight

WILLIAM H. STONEMAN, Chicago *Daily News* war correspondent, under date of January 21, 1943, (issue of January 25), wrote from Tunisia, in part as follows: "The Germans turned their attention to me and burst after burst came past me. In the light of the blazing car, I showed as plain as day, and the moon was getting brighter. I prayed hard and expected to be hit every minute. . . . Then the wires fused and the Ford began to honk a plaintive farewell. That upset the Germans."

HERE are a few quotations from *The Bible* that might apply:

"This poor man cried, and the Lord heard him, and saved him out of all his troubles."—PSALM 33:7. (Catholic Version. In other versions, see Psalm 34.)

"God is our protection and strength, a help in distresses, readily found. . . . Know that I am God: I will be exalted among the nations, I will be exalted on the earth."—PSALM 46. (Jewish Version.)

"For the eyes of the Lord are over the righteous, and his ears are open to their prayers: but the face of the Lord is against them that do evil."—I PETER 3:12. (Protestant Version.)

(This item, syndicated by The Inland Printer, may be freely reprinted by other publications, giving due credit.)

development, which will have a big influence on this vital problem.

We can serve a useful purpose by pointing out the vulnerable spots that affect working capital so that you can keep these danger zones in sharp focus and make whatever adjustments good judgment decrees and thus be in a better position to clear the rocks safely than if you ignored the problem entirely.

These comments and figures are based upon a detailed field study of printing plants, case histories in our files, and data obtained from outside sources.

reliable, the same fundamentals hold good today. The quicker you collect, the sounder your working capital requirements.

Moreover, remember that the Government has cracked down on credit extension by banks—and suppliers are granting credit with ever greater care these days.

WORKING CAPITAL IS SCARCE

Despite the fact that money is as abundant as flies in a cow-shed, it isn't easy to procure working capital requirements from banks. You must work on your own bankroll—or wash-out—so watch credits and collections more closely than ever before.

Long-term obligations influenced working capital before Pearl Harbor and the same condition still holds, so try to pay off such obligations, if possible, and do not contract any more.

The printers who showed a loss of 0.25 per cent had a working capital averaging only about 50 per cent of their fixed or long-term obligations. Fixed obligations usually cover fixed assets and a high ratio of fixed assets means big expense for upkeep, hence, the tendency to keep profits low.

Printers earning 1.07 per cent on sales had a working capital equal to fixed obligations, printers earning 3.7 per cent had only \$64 in long-term obligations for every \$100 in working capital.

LOW RATIO HELPS PROFITS

Those earning the most net profit had long-term obligations that represented only 64 per cent of working capital, leaving enough to pay off such indebtedness when demanded and still carry on.

Heavy fixed obligations are a bigger threat to survival today than before the war.

When you analyze business operations monthly, as you should do to keep "heads up" today, give thought to working capital as well as to sales, profits, and net worth.

Compare the ratio of working capital from month to month, the same as you compare the trends on sales, profits, and costs. This will keep you posted as to whether the ratio is more or less favorable from period to period.

Watching such trends is the main reason why you should make com-

parative analyses regularly. In seeking explanations of the movements of your business pro and con, you are in a position to take the necessary corrective measures or follow through along the proper paths.

The most important consideration is whether a printer can meet his liabilities as they mature, and the usual device for measuring this capacity is the working capital ratio.

To keep himself "in the clear" financially, the printer must watch his working capital trends and maintain a safe ratio to his business requirements and the economic outlook.

MANY DRAINS ON CAPITAL

Moreover, an adequacy of working capital usually indicates that a prospective borrower is not heavily mired in fixed assets, that he has not suffered heavy losses from operations, two main factors that drained working capital in the pre-war period. Today, price ceiling restrictions and high taxes are additional drains.

Although it is harder to get loans today in non-war businesses, it isn't impossible. Bankers will still lend money to first-class risks.

The printer showing inadequate working capital ratios on his statements isn't likely to get financial help today, and this was so even in peacetime.

We have heard more than one printer lament that he was turned down for a loan and couldn't understand it because his net worth was substantial. So it was, but the banker gave more consideration to the trends of his working capital requirements than to the size of the net worth when he investigated before making a decision.

MUST BE TEMPERED WITH JUDGMENT

Of course, ratios, like all other accounting data, should be used as an aid for the formation of judgments, not as a substitute for judgment.

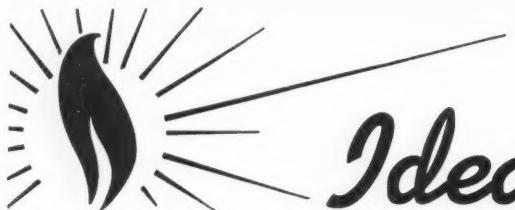
The printer must judge in the light of all relevant circumstances whether the working capital ratio disclosed by his financial statement is satisfactory from the standpoint of financial safety and economical use of working capital.

In the past, he has too often overlooked this vital factor with unprofitable results. In the future, such laxity may bring disaster.

Our Picture Quiz

One of our pictures this month is of a mid-western printing executive; another is advertising manager of a printing machinery firm; and the third is vice-president of another printing machinery manufacturer. Remember them? Check their names on Page 63.





Idea File

Ideas and layouts that have been proved successful by other printers will help you solve your problems and increase your volume. Send in ideas that have worked out in your plant

LITTLE MESSAGES

It is a simple little blotter, but as it says: "Little Messages Tell Big Stories."

Sent out by Prompt Printers, San Antonio, Texas, the chief feature of this blotter is the little folder (1 by 1½ inches), which is pasted in one corner. Inside this folder are printed three patriotic slogans and a plug for war bonds.

Copy printed on the blotter itself draws attention to the fact that little messages can tell big stories for Uncle Sam, and for Prompt Printers' customers. For advertising the facilities of your shop, nothing could do a better job.

COMMEMORATIVE BOOK

Distinctive in a number of ways is a forty-eight-page book issued by the F. & M. Schaefer Brewing Company, New York City, in commemoration of its 100th anniversary.

Page size is 10¼ by 13½ inches. Covers are of glossy pyroxylin, colored a bright red, and adorned only by two embossed gold-leaf seals on the front cover.

Text and illustrations, printed in letterpress and photogravure by

William E. Rudge's Sons, are devoted to a history of the brewing company, and a description of the company's product, and its method of manufacture.

Approximately two-thirds of the pages are full bleed, while the inside covers and facing pages form a double spread, full-bleed, of decorative illustrations symbolic of the brewing industry.

VOLUNTARY RATIONING CARDS

After British food-rationing had been in operation for some time, one of the big problems that demanded solution, says F. McVoy, an English writer, was the control of *unrationed* foods.

The specific problem was this: Many housewives had been forced into war plants, and it was discovered that, by the time they were able to get to the stores and do their shopping, some unrationed foods they needed were all sold out.

Feeling that it was unfair to these families to give them an added penalty, as it were, for engaging actively in war work, the Chamber of Trade got together with the local Food Committee and the Ministry

of Labor and devised a plan to protect working wives on unrationed foods.

Workers were required to fill out an application, on which they gave their place of employment and the working hours for each day. After the applications had been verified, the family would be issued three cards—white for bakery goods, pink for delicatessen, and green for fruits and vegetables.

On these cards the housewife wrote her shopping days and the approximate hours when she would pick up the groceries, and placed a standing order with the grocer for her requirements. The grocer kept one-half of the card, and the other half was kept by the customer, and produced on each visit to the shop.

Such a system as this can mean many printing orders for the wide awake printer. As the war goes on, and shortages crop up in unrationed foods, grocers will begin to install some such system as that used by the British.

One large British chain of food stores solved the problem of fair distribution to their customers by having a card printed somewhat like the one reproduced here. Perhaps you could use this idea in selling an order to one or more of your local merchants.

PATRIOTISM SELLS PRINTING

An item that is bound to sell, and to build good will for the user for at least ten years, is the little War Bond Record Book which has been designed, printed, and copyrighted by the Kaufman Printing Company, New York City.

Smith Food Stores

FOOD SUPPLY CARD

This card is issued for the convenience of our customers, and in order to assist us in the equitable distribution of food stuffs.

Regular supply or specified quality cannot be guaranteed, and arrears will not be made up.

Customers who are registered for all rationed goods have the preference for unrationed goods.

Supplies can only be obtained at the Branch stated on this card.

We solicit the assistance of customers in making "Voluntary Rationing" as effective as is rendered necessary by the nation's available supplies of food.

GOOD ONLY AT 447 BLANK ST., LONDON

DATE _____

To insure a regular supply of unrationed goods for war workers, British grocers have adopted a reservation card, the front and back of which are reproduced above

WEEK ENDING 1942-1943	NAME _____ ADDRESS _____				BRANCH _____ NO. IN FAMILY _____			
	SEPT.	OCT.	NOV.	DEC.	JAN.	FEB.		
BISCUITS	1 8 15 22	6 13 20 27	3 10 17 24	1 8 15 22	5 12 19 26	2 9 16 23		
CURRENTS								
SULTANAS								
CEREALS								
MILK								
SMOKED SALMON								
CIGARETTES								
TOBACCO								
MATCHES								

No mark of any kind to be made on this Card except by Shop Manager or Assistant

The book is really an elaboration on the common types of war bond records that have already been issued. Inside are several pages of blanks for keeping the record of your bonds, information regarding the report of loss or damage to a bond, and several pages containing insignia of the Army and Navy.

In selling these books to all sorts of users of printing, with their name imprinted on the front cover, Kaufman points out that they will encourage the buying of bonds.

"On the Linotype Front"

Perhaps that customer of yours who used to buy such a large volume of printed advertising is too busy on war production to fill any civilian orders.

That is all the more reason why he should tell his civilian customers all about the things that are keeping his plant busy.

A good example of what can be done along this line is the booklet which was recently issued by the Mergenthaler Linotype Company.

It is really two booklets.

A sixteen-page booklet, crammed with photographs of people and processes, is printed by offset, and shows exactly what is being done by the company (without betraying any secrets) to help the war effort.

An eight-page booklet, stitched inside the cover of the bigger one, tells the history of the company, the things it has done for its employes and for the printing industry in the past, and expresses the hope that the time will soon come when we can pick up our peacetime tools.

If you are having difficulty convincing that customer who is all out on war production that he is making a mistake by not advertising now, by all means get a copy of this booklet: "On the Linotype Front," and show it to him.

Service Reminder

A reminder to motorists to have their oil changed and their cars greased is lifted out of the ordinary by printing the replica of a speedometer face on the mailing card, in which is written an estimate of the car's mileage.

The card is mailed by garages and service stations to their regular customers. The card, based upon records kept by the sender, warns that sixty days have passed since

Slate Ink Makes Neat, Low-Priced Signs Available to Every Independent Grocer

NOW YOU CAN AFFORD PLENTY OF FRESH ORANGE JUICE AGAIN!

FLORIDA'S ARE HERE! THIN SKIN EXTRA JUICE

- EVER NOTICE THE SIGNS that the average small grocery store uses to publicize the prices on its fruits and vegetables?

Usually, these are crude, home-made affairs that some one in the store has whipped up out of a piece of waste cardboard and a black crayon. Frankly, they aren't very pretty, and they probably don't serve their purpose any too well.

Of course, it isn't practical to print attractive pricing signs for individual stores: in such small quantities the cost for each piece would be out of reach of the grocer.

The St. Petersburg Printing Company recently printed a job that may perhaps show the way toward some method whereby many of these

home-made signs can be replaced with neat, printed ones.

This order called for 270,000 signs each of four kinds, advertising Florida grapefruit, oranges, and tangerines. Printed in blue, red, and black, they really make a nifty impression on the shopper.

The interesting thing about the signs is that the black ink used was a "slate ink," which makes it possible to write the price on the black square on the sign, with crayon, erase it, and change the price a good number of times, thus lengthening the life of the signs, which will be used throughout the country in stores handling Florida citrus fruits.

This idea could be used by printers to provide grocers low-priced signs.

the customer's car has been oiled and serviced, and the speedometer panel ties in with this copy: "Your mileage now is probably more than," and the hand-written figures follow.

A card of this type creates a favorable impression upon the recipient, as it implies a personal interest on the part of the garage or service station.

Service Flag Letterheads

Necessity for more sales volume is the mother of the invention of ideas that sell. Hubert M. Tretter, of Jasper, Indiana, has come through with a simple idea that can mean more sales for printers.

Based on the fact that the folks at home are justifiably proud of the boys fighting at one of the fronts, Mr. Tretter's idea is a letterhead for the home folks, carrying a service flag with the number of stars necessary for that family.

The sample sent in is a letterhead for Mr. and Mrs. Jacob F. Ruxer, St. Meinrad, Indiana, and its service flag carries two stars. The colors are, of course, blue and red on white paper. The size is 7 1/4 by 10 1/2 inches.

A smaller service flag could also be printed on the envelopes to match these letterheads. The service flag can be cut in rubber or linoleum, or made up from rules and type ornaments.

Books for Printers



As a service to our readers, books reviewed here may be ordered direct from our Book Department

"LUMIPRINTING—A NEW GRAPHIC ART," by Joseph Di Gemma, is the title of a 9- by 12-inch 116-page volume, which will interest artists, designers, and all experimenters who seek new techniques for art production work. The author-inventor of this new art calls it Lumiprinting because the prints are made with light.

But you ask: "Is it drawing or painting or photography, or what?" Lumiprinting is a form of pictorial expression in which the artist combines his skill and manual dexterity, to draw or paint, with such familiar mediums as pencil, crayon, water-color, and oil paint, on sheets of glass, celluloid (or any glass-like plastic). From these handmade negatives it is then possible for the artist to make contact prints, by employing exactly the same processes used in printing from regular camera plates or films.

This book is all a text book should be. The author is explicit in describing the development of the dozens of different effects, tones, and textures made possible by this new creative, as well as reproductive, art. The seventy plates in this book not only prove what the author accomplished in new pictorial effects, but every detail of procedure is very generously shown in illustrations.

The inventive man in the graphic arts field will find new ideas in this book. By the combination of other art techniques with his own, many new developments are possible. "Lumiprinting" is a handsome book, published at \$3.50 by Watson-Guptill Publications, and is obtainable through THE INLAND PRINTER book department. HEC MANN.

PRODUCTION STANDARDS AND ECONOMIC COST VALUES FOR PRINTERS has been entirely rewritten for this new edition, the third, the purpose being, as the author states in his preface, to "express in terms of dollars and cents the recognized standard units of production.

"The money values are economic cost values because they are not necessarily those of any particular printer, but are representative of the printing industry at large. In a real sense, these values take into account the relation of the industry, not only to the production and consumption of printing but also to the general economic level of all business and industry, of which the printing industry is a part."

The book is planned as a definite help to the estimator, giving tables showing all operations entering into the production of printing. The units of production are given in terms of hours and decimal fractions of hours, and also in dollars

and fractions of a dollar, the units of production being derived from the analysis of printing operations as given in the Standard Book on Estimating for Printers.

As the author states, the figures given in the tables and schedules are limited to the operating of machines or cost centers. They do not involve or include materials, interest on investment, or profit, all of which must be added in order to establish the selling price, as explained in an example showing how to use the book, which appears on one of the opening pages.

Explanatory matter appears with each of the tables or schedules, which include slug machine composition, monotype keyboard and caster composition, hand composition and page makeup, machine composition makeup, imposition and lockup, makeready and press preparation, press running, setting time for automatic feeder, ink, cutting, and the other bindery operations. An appendix gives ready reference helps for the estimator.

The author is Fred W. Hoch, well known to printers the country over for his works on cost finding, estimating, and production standards. The book, hard bound with red cover, is priced at \$5.00. May be ordered through THE INLAND PRINTER book department.

A NEW "NUMBER-OUT" INDICATOR has been distributed by the E. B. Eddy Company, Limited, Hull, Canada. Following its policy of making the printer's work easier, the company has designed this piece for use along with the Eddy Paper Selector, the Eddy Type Calculator, and other printers' helps. This new indicator is a scale upon which the person who is planning a piece of printed matter can tell at a glance the number of pieces which will cut out of a stock size sheet of paper. It covers four classes of papers: Bonds and writings, book papers, bristols, and tag manillas. Extra copies of the chart may be obtained from the Eddy company.

"101 Roughs"—a revised and enlarged edition of a handbook of advertising layout—makes its appearance in a new and refreshing format. "101 Roughs" refers to the 101 rough pencil layouts which appear in the book by which the author attempts to classify the physical appearance of printed advertising into thirty-one patterns.

It is stated in the introduction that the layouts are not offered with the idea they should be followed verbatim by the reader in solving his individual layout problems. Rather they should stimulate

his imagination to create layouts which will capture the reader's attention. Each of the thirty-one layout patterns is presented on a spread of pages. The left-hand pages reproduce three of the pencil layouts which fall into the classification, and the right-hand pages carry an explanation of the pattern.

The final pages of the 112-page book carry a discussion of the visualization and production of the layout, the principles of layout, and the final test of a layout.

Under the heading of typography, the author presents an interesting demonstration on the principles which must be followed when type faces of contrasting design are used in combination in order to give an effect that is harmonious yet different.

They can be made to harmonize by: 1, increasing the size of one; 2, changing its background; 3, increasing the distance between the two faces; and 4, altering the color of one. In this way the eye of the reader does not compare the character of the faces; he only recognizes the difference in treatment.

The problem of many units in a layout takes several pages and demonstrates the application of the principles put forth in the book through a revamped layout of a full-page newspaper ad for a drug store chain.

The volume is a worthy contribution to the reference material on advertising layout. Layout men and workers in the graphic arts who plan printing will find it helpful. It will aid them to secure maximum advertising effectiveness from their layouts.

The typography of "101 Roughs" is stimulating. The book is square—8 by 8 inches—is set in twelve-point Electra with Lydian Cursive for display. Facing pages carry a full-page halftone on the left-hand page with a twenty-one pica text panel thrown to the right on right-hand pages. The display heads appear between halftones and the text panels, slightly above center of the page.

Published by Frederick J. Drake & Co. Priced at \$3.00 and obtainable through THE INLAND PRINTER.

A COLLECTION of examples of art used in book illustration for the past 500 years, Howard Simons' "500 Years of Art and Illustration" contains 603 drawings, etchings, wood-cuts, and lithographs by artists from Albrecht Durer to Rockwell Kent.

Besides the reproductions of illustrations, the 476-page book contains an informative foreword on the development of art as a narrative and descriptive medium in literature, and each group of illustrations is preceded by a brief commentary on the lives of the artists represented in that group.

A large section of the book is devoted to modern illustrators from all over the world, including several reproductions of Mr. Simons' work. The jacket illustration is from a Rockwell Kent wood-cut.

Published by The World Publishing Company, the price is \$2.98, through THE INLAND PRINTER book department.

ALL ITEMS SUBMITTED FOR CRITICISM IN

Specimen Review

THIS DEPARTMENT MUST BE SENT TO US FLAT, NOT ROLLED OR FOLDED. REPLIES CANNOT BE MADE BY MAIL



By J. L. Frazier

ROCHESTER ATHENAEUM AND MECHANICS INSTITUTE, of Rochester, New York.—The Christmas issue of your publication, "The Typographer," is an interesting interpretation of the typographic style of the "gay nineties." The cover, attractively printed in a chocolate-brown on a light green stock, was produced on a Washington hand press. The design, with curved lines and decorative border, utilizes ornate type faces and ornaments of the period. Among the items appearing on the inside pages is found "Practical Instructions for Beginners," taken from Mackellar's "American Printer." Your students have produced a most creditable solution to their problem in the study of typographic trends.

PETERSON PRINTING SERVICE, of Council Bluffs, Iowa.—Best feature of your calendar is the color effect dominated by light blue. The illustration, a lithographed print of the flag, is inserted through a double slit in each corner of the rule panel printed in white on the blue mount, your name logotype appearing below is made up from square units, letters being formed where low quads replace the type-high square units, or the hand-drawn equivalent. In view of the attractiveness of your part it is unfortunate the type of the calendar pad stitched below is so old-fashioned and ugly. It just doesn't fit. Some day some one of the concerns supplying such calendar pads is going to wake up and by doing so corral a bigger share of this business.

MUNDY BROTHERS, of Toronto, Canada.—Except for one rather minor detail, "So long for the duration" is an attractive French style folder. The heading on page 3, "To My Friends," set aslant, seems inconsistent with everything else of the page square with the world. It would look better set straight away, as we believe you'll agree if you'll cut the line out of one folder and lay it down that way. The line might be larger to advantage, type being light, and certainly as an exam-

ple you'll see spacing between words is too wide. This is by no means the first au revoir piece we have seen. Usually they are issued by printers entering war service but the idea is one of which we believe can be widely extended and pay orders thereby obtained by printers.

ARCHIE J. LITTLE, of Seattle, Washington.—You have certainly used monotype ornaments and rules to good advantage in making up your desk calendar for 1943. The American flag, made up of forty-eight reverse stars cast on the monotype, and strips of rule, catches the eye especially. Your choice of Fu-

tura Bold for the figures on the calendar sheets for each month makes for readability, in spite of the fact that you have arranged the days of the week from top to bottom, instead of the usual arrangement from left to right. Some may like this treatment, but we are old-fashioned enough to believe it makes the job of finding a date just that much tougher. However, the design of the pages in general is pleasing. Might we warn you to watch register and workups on the press a little better on future runs?

GORDON W. ROBINSON, Lexington, Massachusetts.—Your "Timely News Topics" house-organ should be a consistent business builder. Made up as a mailing card, with the mailer carrying your message 4 by 7 inches, and the business reply card attached for the convenience of your prospects, it is the sort of advertising that invites the prospect to read its brief copy as soon as it comes to his desk, instead of holding it for future reading. Your idea of setting the initials in the title in Stymie Extra Bold to play up the "TNT" theme is a good one. Two suggestions: on your business reply card a change of copy each month might provide more of a motive for the prospect to return it; also why not change color on the mailing each month? Until we had read the copy, we were not sure that the December and January issues you sent were not for the same month.

B. J. BALL, Limited, of Melbourne, Australia.—The booklet listing available items in your free lending library is itself worthy of inclusion in that list under the heading "Art and Design." From the front cover, with its illustration of books and periodicals printed in dark green, and type in dark brown on a green cover paper, clear through the list, it is a piece of fine printing. Particularly interesting are the little thumbnail drawings at the head of each department, such as "Layout and Typography" and "Organization." These are printed in an interesting

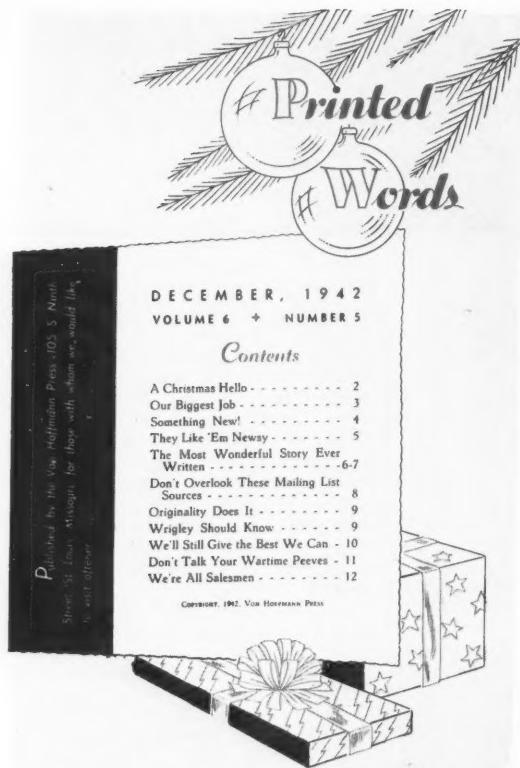
Eleven Ways Printing will help *Your* Business Now

1 <i>Keeps YOUR NAME OR BRAND IN BUYER'S MIND</i>	2 <i>Reaches CUSTOMERS YOUR SALESMAN CAN'T CONTACT</i>	3 <i>Helps YOU HOLD YOUR PRESENT CUSTOMERS</i>	4 <i>Introduces NEW OR UNUSUAL PRODUCT</i>
5 <i>Tells AVAILABILITY OF GOODS ON HAND</i>	6 <i>Explains SHORTAGES AND DELAYS</i>	7 <i>Insures VALUABLE GOOD WILL</i>	8 <i>Maintains CUSTOMER CONTACTS</i>
9 <i>Show HOW TO MAKE PRODUCTS LAST LONGER</i>	10 <i>Identifies YOU AS A PROGRESSIVE BUSINESS MAN</i>	11 <i>Builds FOR TOMORROW</i>	

Consult Your Printer TODAY

COMPLIMENTS OF Graham Paper Company

Made up for use as a wall hanger or counter display, this 13- by 20½-inch card, printed in dark blue and red, gives added impetus to the buying of advertising at the point of sale. Excellent example of the help that can be given to printers by suppliers



"Printed Words," the interesting little house-organ of Von Hoffman Press, St. Louis, carried a breath of Christmas on every page of its December issue. The contents page, reproduced here, was exceptionally well done, in green and red. This 6- by 9-inch publication is well written, with a multitude of short, timely, good-will building articles



Printed by F. A. Bassette Company, Springfield, Massachusetts, whose work is uniformly excellent. In dark and light gray, with the names of months in red, this 9- by 13½-inch calendar is restful and attractive.

shade of green, with type in dark brown, on an India antique paper. Size of booklet is 4½ by 9 inches. This sort of thing, making technical books available to customers and to prospects, should be done more often than it is among printing firms. Particularly in the smaller cities would such a technical library be welcome.

THE INSTITUTE PRESS, Los Angeles, California.—Your broadside, "A Move to Serve," carries the use of the "V-fold" to its ultimate conclusion. Cut and folded so that the red deckle edge forms a "W" (we presume for Wood, Wood, and Wood) it makes use of the deckle on both edges of the sheet. The few lines of copy, printed in red and blue from fourteen-point Lydian and Italic, announce your new building in downtown Los Angeles. The modern-style line drawing of the front of your building is quite attractive. To form the double "V" the paper was cut from the full width of the sheet of Strathmore Fiesta, with the deckle on an angle of a few degrees. The piece was then folded so that the two plain edges were square with each other. From that point, the piece was folded in from each end (three parallel folds) to form the "V."

E. B. EDDY COMPANY, Limited, of Hull, Canada.—Recommended reading for printers is your twenty-four-page, 10- by 14-inch book-



OUR PART IN WAR PRODUCTION

New Forms—Old Forms
Office Forms—Factory Forms

Supplying YOU with all the printed forms that are so necessary in speeding up **WAR PRODUCTION** is our JOB. Call 485 and WE will serve YOU in a HURRY.

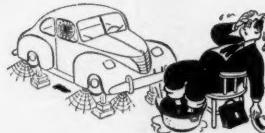
We'll give you the job you want when you want it!

THREE RIVERS PRESS

Three Rivers, Michigan

A simple little card, 3/4 by 5½ inches, designed to convince the public that printing is essential

let, entitled "Bixby's Dilemma," in which you point out effectively the need for consistent advertising during wartime. The mythical firm of Bixby, successful manufacturer and merchandiser of peacetime products, enters war work with the resulting necessity of converting its plants to war contracts only. Although a confirmed believer in advertising, the management can't resist the temptation to cancel its advertising



Footwork has its limitations! Direct-by-mail advertising will reach *all* of your customers.

Advertising "FOR THE DURATION" will Pay

THE F. A. BASSETTE COMPANY • PRINTERS • SPRINGFIELD, MASSACHUSETTS

Couriers of VICTORY



A tightening war economy has compelled us to replace a goodly portion of the friendly personal calls of peaceful times with the less time-consuming couriers of victory . . . the phone and the mails. There are few instructions you cannot convey or we promptly execute by these *Couriers of Victory*.

PRODUCING PRINTING OF UNUSUAL MERIT SINCE 1885

MARKEN & BIELFELD - Inc.
★ ★ ★ ★ ★ FREDERICK - MARYLAND

F. A. Bassette Company comes through with another blotter in its series, which should be as familiar to customers as their own names. The red and blue blotter of Marken & Bielfeld should effectively put across the idea of substitutes for personal calls. Size 7 by 3½

when it finds it has no products to sell. When peaceful days returned it found its products had been forgotten. Final pages of the booklet explain advertising's part in keeping names of businesses and their products alive at a time when there is nothing to sell. Simple, forceful typography is backed up with a series of line illustrations by the cartoonist, Gluyas Williams.

THE MAPLE PRESS, of York, Pennsylvania—Howard King and Vernon Sisson have lifted your company another step up the long road of fine book printing with the keepsake volume "The Pathway to Peace." Hard binding of this book, measuring 7 by 9½ inches, makes it very acceptable to any bookcase. Bone of book is striped with gray cloth, cover stock is deep maroon with an abstract olive branch design printed in silver, and this we say is very ap-

Dalcraft News

OFFICIAL ORGAN, DALLAS CLUB OF PRINTING HOUSE CRAFTSMEN

A DOUBLE FEATURE . . .

Mr. "X" and His Famous QUIZ PROGRAM

December 10, 1942

Oak Lawn Village - 6:30 P. M.

In the past we have had a lot of fun, sharpened our wits, and picked up some mighty useful information (and prizes, too) at our Quiz Programs. Mr. "X," a mystery man whose identity will be revealed at the meeting, is not a magician, mind reader or fortune teller, but he's a whiz at a quiz. Bring some of your own questions to pop at the boys—the harder the better.

Machinery Repair Ideas

E. C. Butters of the Dallas News has a bag full of tricks, improvised repair ideas, and machinery life-savers which he will demonstrate. This will be a real "Share Your Knowledge" feature. Maybe you can contribute some helpful hints. Bring them along. The more the merrier.

DECEMBER, 1942

Such publications as this 6- by 9-inch club organ of the Dallas Craftsmen have much to do with keeping progressiveness alive in the club

appropriate to the theme of text. Style and sizes of type have been well selected, and a compliment is due the designer for his proper use of italic and its correct spacing. On title page and starting each section, one of Mr. Sisson's patriotic drawings is used in two colors, these being a light maroon and blue-gray. These decorative symbols of Mr. Sisson's are very fine examples of a motif carrying the thought of peace and patriotism. "The Pathway to Peace" is also a marker and goal to be met by fine book printers.

UNIVERSITY OF OREGON FINE ARTS PRESS.—The recent production of your press, "A Lesson in Courage," is an outstanding manner in which to preserve the address by your president, Donald M. Erb. Designed and produced under the supervision of Dr. John Henry Nash, it is convincing evidence of the completeness of the training which the students receive. The six pages of the address appear in eighteen-point Caslon Old Style, set in a thirty-four-pica measure, well leaded and faultlessly spaced. A running head in Caxton Black adds color to the page, and text panels are surrounded by a typical

February

1943

	M	T	W	T	F	S
S	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27

28

JANUARY 1943

SUN	MON	TUE	WED	THU	FRI	SAT
*	*	*	1	2	3	4
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30

MARCH 1943

SUN	MON	TUE	WED	THU	FRI	SAT
*	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	*	*	*	*

ADVERTISING AGENCIES' SERVICE COMPANY, INC.
CREATIVE TYPOGRAPHERS • 216 EAST 45TH STREET • NEW YORK • VANDERBILT 6-0590

SUN	MON	TUE	WED	THU	FRI	SAT
★	★	★	1	2	3	4
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	*	*	*

BUY
WAR BONDS
AND STAMPS

Advertising
Agencies'
Service Co., Inc.

CREATIVE TYPOGRAPHERS

216 East 45th Street, New York • VA 6-0590

SUN	MON	TUE	WED	THU	FRI	SAT
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	*	*	*	*	*	*

SUN	MON	TUE	WED	THU	FRI	SAT
*	1	2	3	*	*	*
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31

Designers for Advertising Agencies' Service Company certainly let themselves go in creating and producing the "Victory Calendar for 1943." The sheets reproduced above are typical of the twelve calendar sheets, which are printed blue, red, and black. Size of sheets is 10½ by 12½ inches. The tinning of this calendar has been eliminated in favor of plastic coils

15th Annual Printing Education Week

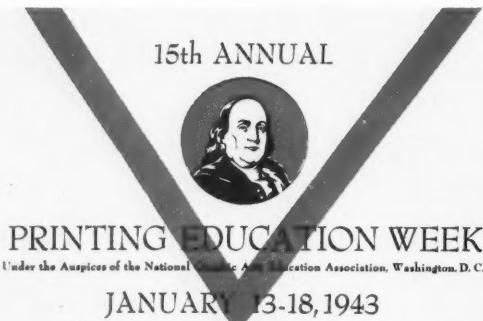


Design, Composition and Presswork by Robert Herron, Timken Vocational High School Print Shop, Canton, Ohio

Under the Auspices of the National Graphic Arts Education Association, Washington, D.C.

Graphic Arts Education for Victory

"If to believe in the Living God, to have fellowship with him, and to serve his creatures constitutes a religious man; then Benjamin Franklin was a genuinely religious man."
John R. Mott



Students of Timken Vocational High School, Canton, Ohio, are responsible for these 4- by 9-inch blotters, printed from type and rubber plates. That at top, printed purple and lavender, is work of Robert Herron. Bottom one by Ray Patterson and Edward Stanley, printed dark blue, green, and brown on a green blotter



1943 TIMKEN VOCATIONAL HIGH SCHOOL CALENDAR



STRENGTH

One flag, one land, one heart, one hand,
one Nation forever.
—OLIVER WENDELL HOLMES
(1809-1894)

1943 SEPTEMBER 1943						
SUN	MON	TUES	WED	THUR	FRI	SAT
.	.	.	1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	.	.

Cover of a patriotic calendar produced by the Timken school, in which all illustrations were printed from rubber plates. Size 4½ by 9¼ inches. Red and blue on white. Cut is by Harry Bradley, a student

The calendar sheet for September, printed on brown, black, and silver on a brown cover paper, illustrating an anti-aircraft gun in action. Each of the sheets illustrates a different phase of the war effort

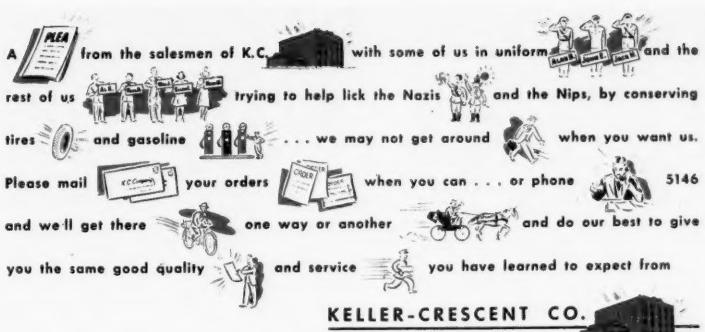
Nash border printed in gray. The title page and frontispiece also carry the decorative borders. The photographic reproduction of President Erb is printed in a sepia-brown. Inside pages are printed on Van Gelder Zonen paper and bound with a light blue paper cover which carries a pasted label on the backbone. The 11- by 18-inch size of the pages makes it an impressive keepsake, which has been limited to one hundred copies.

PROHASKA PRINTING COMPANY, of East St. Louis, Illinois.—While interesting in general, the Christmas Greeting of the Hog Commission Company on a Government post card is rather unattractive. In view of small space it was attempting too much to combine the illustration of snow-capped house illustration in the upper left-hand corner with that of the hog in the lower right-hand corner, both relatively large, the second especially so, compared with the house. These take up approximately half the space, leaving awkward space for type matter. The narrow measure of space at right of main illustration made it practically impossible to do a neat and effective job of arranging the type text in light sans-serif caps under head "Friendship," in extra-condensed block letter caps. Really, the text is not very legible, in fact not too visible. Below the hog picture appears address beneath the words "Merry Christmas" and "Happy New Year" in heavy Old English, the largest type on card printed in red like heading "Friendship" and mistletoe berries, all else except tint of house cut being green. Even despite all these the piece might have been reasonably good looking if fewer styles of type were used, contrast between that of two large display units being particularly unpleasing.

AUGSBURG PUBLISHING HOUSE, of Minneapolis.—The current issue of the "Christmas" annual maintains the same high standards of art, typography, and offset lithography found in the annuals of previous years. The seventy-two pages of 10½- by 14-inch size contain a colorful array of paintings, photographs, and illustrated music—all reproduced through the medium of photo-offset lithography. The cover—a snow scene—appears in full color. The title page—a double-page spread—is an unusually original design with color reproductions of miniature figurines of the three wise men and other nativity characters. The word "Christmas," which appears in red across the bottom of the spread, is hand lettered in characters having a strong resemblance to Calligraphic initials. From the contents page, we find this spread was designed by Frank Kofron, well known typographer of the Twin Cities. Text pages are especially inviting to the reader—they are set in Baskerville with heads in Goudy Text with Lombardic initials. In the photographic section are three illustrations—snow scenes—which appear to have been reproduced in two shades of green. Apparently using a process which drops the highlights of the photograph and the elimination of screen,

the illustrations retain their photographic effect although actually printed from two line negatives—the deep green being used for the plate which carries the deep tones of the photograph, and the light green for the plate containing the shadows. Edited by Randolph Hau-gan and obtainable at most book stores, this twelfth issue of "Christmas" is truly an American Annual of Christmas Literature and Art.

WARP PUBLISHING COMPANY, Minden, Nebraska.—"Warp's Christmas Messenger," twenty-page booklet issued as your Christmas Greeting, is praiseworthy. Containing gems of poetry and prose infrequently seen and pictures in keeping with the season, it should mean a half-hour of pleasure to all who received copies. From what we recall, this year's issue represents improvement of physical features, design and typography, especially. Presswork, both black and four-color process, maintains the former commendable standard. Text composition in one of Goudy's several similar and characterful faces (Deepdene or Katskill) is excellent, the type itself quite suitable. The letter works well on both coated and uncoated papers, an uncommon quality. Garamond Bold for titles and other display makes a harmonious combination. Only three errors are evident. First shows up on cover featured by all-over four-color process picture of, we guess, city hall or county court house. Top half is largely sky, relatively blank space considering detail of building, *et cetera*, in lower half. Yet title in three lines of italic upper- and lower-case appears in lower right-hand corner intermingled with details of illustration. If the title were in a single line across top of page against blue, either overprinted in black or preferably in reverse of blue plate (white stock) it would not only be more prominent but page, now bottom-heavy, would be better balanced. Interesting full-page halftone pictures (bleeding off all sides) seem to be printed from halftones made from small snapshots blown up three times or more. In consequence details are not sharp, solids not solid, effect is, therefore, gray and weak. The third error is on page 10 on which "Greetings from the Warps" in three lines is so far to left in panel distribution of "white space" is too unequal and balance of page is disturbed. It is better if white areas are not equal, better, too, if there is not too great a difference in areas. We are thrilled with four-color picture on inside back cover showing veteran of Civil War presenting flag to a starter in World War II. The caption tells details, interesting ones. It reads: "J. H. Allbee, ninety-eight-year-old Civil War veteran, father of Mrs. Warp, is shown here presenting the United States flag to the boys of Kearney County now in service. Receiving it is his grandson, Corporal (now Lieutenant) Paul A. Warp. Mr. Allbee is proud of his country, proud of its traditions, proud of a nation that enabled him to live almost a century in freedom, as man should live." We have seen nothing comparable being done in the U.S.A.



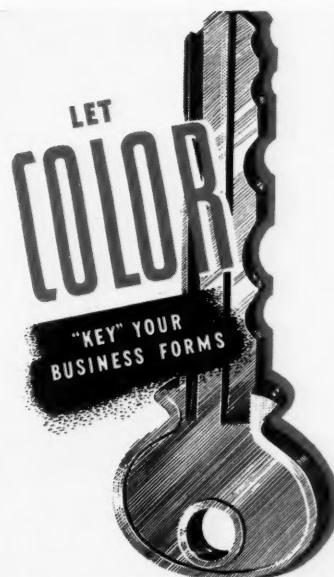
Blotter of Keller-Crescent Company, Evansville, Indiana, makes fun of the difficulties arising from rationing

A Nation is not worthy to be saved if, in the hour of its fate, it will not gather up all its jewels of manhood and life, and go down into the conflict, however bloody and doubtful, resolved on measureless ruin or complete success.

We can answer this question from a speech delivered by James A. Garfield, in which he says how graphically is told the patriotic spirit of our forefathers.

WARWICK TYPOGRAPHERS • 500 N. TENTH • ST. LOUIS, MO.

Mailing card with old but ever new sentiment from Warwick Typographers. 5 by 8 inches, gray and blue



Die-cut folder introducing wartime colors of Howard Bond to customers of Howard Paper Mills, Urbana, O.

THE YORK TRADE COMPOSITOR

ISSUED EACH MONTH BY THE YORK COMPOSITION COMPANY.

ADVERTISING TYPOGRAPHERS AND BOOK AND COMMERCIAL PRINTERS, ROSE AND BIERMAN AVENUES, IN YORK, PENNSYLVANIA

THIS JANUARY ISSUE IS VOLUME TWELVE AND NUMBER FIVE



Interesting title page of the 4- by 6½-inch house-organ of York Composition Co., York, Pennsylvania



men and women ★ Destructive thinking works the other way. If material, it leads to the spoiling of another man's good work. In some cases it is true that to destroy a useless thing and replace it with a better one may lead from destruction to nobler construction. A serious evil is the spiritual brand of destructive thinking. When looking for the bad in others, you create a bad state of mind for yourself. It is a state of things which will surely destroy your own peace of mind. It will also harm those you are wronging. No man looking for the faults of others can discern good points. In

Typical text page of the same house-organ. All pages were printed black and blue. Note narrow margins

Recital
Benefit - Scholarship Fund

SOUTH EVANSTON WOMEN'S CLUB

DORIS NAHIGIAN, Reader

"ETHAN FROME"

By EDITH WHARTON

(Dramatization by Donald and Owen Davis)

"Oh God, Why Hast Thou Cast Us Off Forever"

PERSONS IN THE PLAY

Harmon Gow
A Young Man
Ethan Frome
Zenobia Frome
Mattie Silver

SCENES IN THE PLAY

Prologue—The exterior of the Frome farmhouse near Starkfield in Northern New England. Winter.

Act I—Scene 1—The kitchen of the Frome farmhouse, twenty years earlier Spring.

Scene 2—Outside the vestry of the Starkfield Congregational Church, the following winter Evening.

Act II—Scene 1—The kitchen, the following morning

Act III—Scene 1—The kitchen, the next afternoon.

Scene 2—The crest of the hill, half an hour later

Epilogue—The kitchen, twenty years later, the same evening as that of the prologue.

325 Central Avenue
Wilmette, Illinois
Sunday Afternoon, December 13, 1942
THREE O'CLOCK

A Recital FOR THE BENEFIT OF THE SCHOLARSHIP FUND OF THE SOUTH EVANSTON WOMEN'S CLUB

Ethan Frome

"Oh God, Why Hast Thou Cast Us Off Forever"

by EDITH WHARTON

(Dramatization by DONALD and OWEN DAVIS)

Doris Nahigian, reader

Persons in the Play. HARMON GOW, A YOUNG MAN, ETHAN FROME, ZENOBIA FROME, and MATTIE SILVER

Scenes in the Play. PROLOGUE. The exterior of the Frome farmhouse near Starkfield in Northern New England. Winter. (Act I: Scene 1. The kitchen of the Frome farmhouse, twenty years earlier Spring. Scene 2. Outside the vestry of the Starkfield Congregational Church, the following winter. Evening. (Act II: Scene 1. The kitchen, the following morning (Act III: Scene 1. The kitchen, the next afternoon Scene 2. The crest of the hill, half an hour later (Epilogue: The kitchen twenty years later, the same evening as that of the prologue.

Sunday · December 13th, 1942 · 3:00 o'clock

SOUTH EVANSTON WOMEN'S CLUB
325 CENTRAL AVENUE IN WILMETTE, ILLINOIS

Typographic Clinic

by HOWARD N. KING, typographic director of *The Maple Press Co., York, Pennsylvania*

THE problem this month is a recital program, which is of average design. Printed on a mediocre sheet, it lacks something. It should be remembered that this program was given to each lady who attended the recital and, therefore, could have had a little feminine quality about it. On the original setting, the bold dots add nothing, the scattering of the various elements helped to make poor margins, and the setting of many of the important lines in the same size type added little to the finished piece. Note the last four lines of the original setting. Too many lines set in the same size type make for poor display. . . . In resetting the page (A) you will note that it has a feminine touch to it which is not overdone. It has ornamentation, but it is very much subdued. The various elements have been grouped for easy reading, such as the date, the club name, and the address. Emphasis has been placed on Doris Nahigian because she enacts the entire play. Since one person plays all the roles, it was safe to run the Persons in the Play and the Scenes in the Play as separate paragraphs. In addition this helped to give the page a better shape. . . . Example (B) is a design which some readers may prefer because of the strong emphasis caused by the curved rule. In both examples note the ease with which one grasps the message. These show the difference between typography that is designed, and just setting a few lines of type and spacing them out.

Recital

FOR THE BENEFIT OF THE SCHOLARSHIP FUND OF THE

SOUTH EVANSTON WOMEN'S CLUB

325 CENTRAL AVENUE · WILMETTE, ILLINOIS

Ethan Frome

"Oh God, Why Hast Thou Cast Us Off Forever"

by EDITH WHARTON

(Dramatization by Donald and Owen Davis)

Doris Nahigian, READER

PERSONS IN THE PLAY

HARMON GOW
A YOUNG MAN

ETHAN FROME

ZENOBIA FROME
MATTIE SILVER

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Sunday Afternoon · December 13th, 1942

THREE O'CLOCK

The Pressroom

IF YOU SEND A STAMPED ENVELOPE. THESE QUERIES WILL BE KEPT CONFIDENTIAL IF YOU SO DESIRE



By Eugene St. John

HALFTONE INKS

What are important qualities of halftone inks?

Two extremes must meet in a halftone ink, tack and grease. Tack makes the ink adhere to the paper at impression, grease softens the ink so that the impression cleans the plate, so that the rollers will not heat, and so that the ink will not pick the paper surface or slow down the speed of the press.

If you will put a print that is not sharp and clear under the glass, you may note a halo around the dot caused by pressure of ink over the edge of the dot, which may be due partly to too much ink, too much squeeze, or too much grease in ink.

With an excess of ink on the edges of the dots the image in the plate cannot faithfully be reproduced. Tack in the ink will sharpen and strengthen the dot and grease will blur it.

Coated and hard-finish papers tend to increase the halo if ink is not right, super tends to decrease the halo. The very thin printing paper, sometimes called Bible paper, reproduces the dot well because this paper has an absorptive quality due to its treatment in the beater of the paper mill.

Speed and tonnage are obstacles to fine printing. Tonnage demands a low price on ink which means magnesia, and other hydrate extenders, speed requires grease and reducers. Quality is the victim.

NON-METALLIC STRIPPER FINGERS

What can be done to prevent stripper fingers from retarding the travel of the sheet to delivery and causing ball ups when static is prevalent?

Some pressmen cover the fingers completely with gummed kraft tape to break contact of the sheet and the metal of the fingers.

Perhaps when presses are improved further through research, stripper fingers and some other metallic parts of presses may be replaced by bakelite or some other

synthetic material which decreases trouble from static. Pressmen have learned that a bakelite draw- or top-sheet is superior to cellulose or celluloid in avoiding static trouble.

MORE INK WITH SPEED INCREASE

Why is it necessary to increase the supply of ink from fountain with increase of operating speed of the press?

This varies with the type of press and the sort of ink used but generally an increase in speed shortens the dwell of the doctor roller on the metal fountain roller so that the doctor requires a thicker film of ink to maintain a standard supply of ink to the distributing system.

The harder the doctor roller the greater should the increase in the thickness of film be. Also an increase of speed affects the entire distributing system when a heavy (stiff) ink is in use.

COMBINATION JOB INKS

What are combination job inks?

These are useful inks in the job-ink class, which includes halftone inks which may be run on both platen and cylinder presses.

A very useful one is the cylinder press dull halftone black ink which dries so that prints on coated, dull-and semi-dull-coated paper may be cut or folded promptly without smudging and may be backed up with convenient promptness.

Sometimes one of these combination inks solves an apparently insuperable inking problem, as when an ordinary job ink fails to ink a solid without ghosting.

However, the special platen press halftone inks have a place all their own when heavy halftones and solids must be printed with unfavorable stripping conditions.

Ordinarily a cylinder press ink is a step softer than a platen ink, and a soft cylinder press ink combats stripping trouble on the platen while a platen press ink often improves a soft cylinder press ink.

OUT OF REGISTER ON BACK CORNERS

Enclosed are sheets of two-color job, the red having been run on one cylinder press and the green ink on another. You may note that the register was lost on the back corners of the sheets only.

The odd feature is that we tested the register at intervals during both runs in the customary way by sending a sheet through twice and at each test on both presses, the register was perfect but when we came to printing the green ink on the printed sheets register was lost.

We are interested in learning the cause and if possible the preventive of this trouble which we heretofore had not encountered.

The first conjecture might be that the sheets had changed in dimension(s) in the time between the two color runs but you will recall that stretching or shrinking of the sheet exposed to atmospheric changes between runs ordinarily is gradual across the sheet from the gripper to the back edge and from the side guide to the opposite end of the sheet. The variation generally is most noticeable in the corner farthest from the grippers and the side guide or in other words the change is cumulative in directions noted.

On your samples the register is out only around the back corners which would lead to the conclusion that some of the sheets were wavy on the edges and some perhaps curled up much more than others.

You may have noticed in other runs that a number of sheets were more wavy than others, and some perhaps at regular intervals would really curl up in approaching the guides.

The conjecture then is that while the brush on each press may have been adjusted with all possible care, the wave or curl in some sheets was such that the brushes of the two presses ironed out the sheets differently because in each instance a different ironing problem was presented to them.

Because of changes in the wave or curl between the two runs, the result of the mechanical ironing

was that the brush of one press may have smoothed the sheet in one direction and the brush of the other press in the other direction, which would cause loss of register on the back corners of these wavy sheets.

This trouble could occur if the sheets were flat during the first run and became wavy between runs, and it is one of the vexations that try the pressman's patience because it is not "according to Hoyle" but an unforeseen hazard to be faced.

The only preventives are to keep the sheets as flat as possible during the first time through either by means of air conditioning and paper seasoning or, lacking these, by allowing the paper to arrive at room temperature in the original wrap or on skid and to deliver the sheets into wraps on the first color run and keep in the wraps until the second run.

A variation of five degrees in relative humidity may cause change in the dimensions of the sheet and a considerable variation may change a dimension as much as a sixteenth of an inch over its entire length in fifteen minutes, hence the importance of wraps.

Since the register was good from the two guide edges of the sheet up almost to the two back corners, the foregoing seems to be the cause of your trouble, which is not rare although not as frequently encountered as is a gradual misregister across the sheet from the two guide edges due to changes of atmospheric conditions.

HARD AND SOFT PAPERS

Where choice is permissible, which is preferable, a hard or a soft paper?

Confining the answer first as it applies only to coated papers, both letterpress and litho, these come in soft, medium, and hard surfaces. This difference is noticeable in different lots of the same brand.

As a general rule, the softer papers are more easily printed and require less makeready. On the other hand the softer paper may cause trouble from picking and consume more ink. Picking, however, may be prevented by suiting the ink to the soft coating, even in a cool room but much easier in a warm room.

Soft and hard papers run equally well on the press but the soft sheet may cause more stops because of picking until the ink is amended.

Then running time should be the same for hard and soft sheets.

While the hard sheet will require less ink, it will require more time for makeready and more frequent changes of drawsheet on a long run.

Although the soft and the hard sheet may sell at the same price,



BEFORE AND AFTER

THIS MONTH we are resorting to the "Before and After" method of selling the idea of Quality Printing. Yes, "Comparisons are odious," but sometimes they are the best method of getting us out of the groove in which we are traveling.

Many times we have been told, "We have used our letterhead so long, that it has become an institution with us." Well, how long do you use other ideas or tools in the conduct of your business? Just so long as they are not out-moded, or out-styled, or out-classed, we imagine. May we tell you, confidentially, that a letterhead of the "gay nineties" vintage does no firm or individual any good, regardless of the fact that your business may be 50 or 100 years old. If you want to be "dated" in the minds of those receiving your stationery, an antiquated letterhead is a sure way of doing it.

Even during "war times" no executive should overlook those things that place his firm in its best light before the public. He will need this prestige after the war. Good modern letterheads are an investment. Consult us for ideas on new or improved stationery.

Printed with "before and after" letterheads in the house-organ of Bebout & Downs, Cleveland

the above considerations should be taken into account in arriving at the true cost of the sheet as used in production, that is the comparative costs of makeready, stops to change drawsheets, ink coverage, and stops due to picking.

As between printing papers of the offset paper type, which include a number of uncoated papers, and coated papers, a number of considerations must be taken into account. Again the softer papers require less time for makeready and consume more ink.

Qualities of paper that affect the ink consumption are absorbency,

smoothness, and permeability. Absorbent papers assist the penetration of the ink, as is well known. Rough papers have high and low spots and more ink must be carried to reach the bottom of the low spots.

A nearly impermeable paper prevents natural penetration of the ink causing spotty prints, mottling, and offset. In attempting to match a sample printed on a more permeable sheet while printing on a very hard sheet more ink must be carried and this leads to spottiness, mottle, and offset.

Frequently the ink is blamed as lacking in color strength or body when the trouble really is caused by the surface of the paper on which the ink cannot take because it is well nigh impermeable. So while ink consumption of a very hard sheet is less, troubles encountered are likely to offset the saving of better ink coverage.

Some of the qualities of inks affecting coverage are color strength of pigment, the hue of the color, and specific weight and also fineness of grinding.

Also of very great importance is the distribution and all-over capacity of the inking system of the press. A job needing ample ink supply will consume less ink if all of the inking capacity is used, including all riders and vibrators. A thorough make-ready is essential if you are to use less ink.

ANTI-SHRINK PRECAUTIONS

What are the best tried precautions against change in dimensions of the sheet due to atmospheric changes in the pressroom and paper storage room?

Paper in unopened containers or on skids should be allowed to arrive at the pressroom temperature. When printing the first color, if a press sheet heater is used, with or without a non-offset spray, the heat should be low and the sheets should be delivered into wraps and kept in the wraps until the last color run as much of the time as possible. On runs after the first the sheet heater may be opened up for more heat.

Considerable color register work is on only one side of the sheet. Here it helps to run the side without colors first with heater opened up so that the stock is seasoned and then run into wraps for protection against atmospheric changes until the multicolor side is to be run.

HARD ROLLERS MAY CAUSE GHOSTING

Can hard rollers cause ghosting?

A frequent cause of ghosts in the print is a hard roller, not only because it is hard but also because a hard roller is likely to be out-of-round, which necessitates a very heavy setting. Hard rollers also lack tack so that they completely fail in the three principal requirements, tack, roundness, and resiliency.

If hard rollers must be used during the time needed for replacement, they should be set just as light as possible, else they will tend to wipe instead of ink the form.

Of the three needed qualities perhaps resiliency may be termed least important, but it is very useful when forms are principally made up of worn type and plates when the dip of the resilient roller inks the worn units so that not so much overlaying is needed to make them print.

Especially when printing solids is the hard roller worthless since a soft flowing ink is needed and hard

rollers fail to distribute soft inks, although they do somewhat better with heavier inks in which the tack of the heavy varnish to an extent compensates for the lack of tack in the roller.

A certain amount of tack must be present, either in ink or roller or in the two combined, else distribution and inking of the form are absent.

NIGGERHEAD

What is a niggerhead?

It is a tack, brad, or similar object, placed in the form so that its head is inked and prints on the side-guide edge of the sheet, the mark constituting a guide in the handling and turning of printed pile or lifts both in the pressroom and the bindery.

The marker also is an easily noted check against inaccurate feeding up to the side guide. There is a steel marker on the market for this purpose which the makers call "pressman's mark" or marker.

INKS TO WITHSTAND VARNISHING

Should inks to withstand varnishing be specified always?

Even inks for regular overprint press varnishing should be selected with forethought of the requirements of the job to be done.

Such inks should be without tendency to fill or cake on the form, as this makes satisfactory overprinting or varnishing impossible. This basic condition is too often lacking when the job is started. The ink should leave the form clean when it transfers to the sheet and lay smooth on the sheet without ridging or mottle.

For various reasons, and especially when the entire sheet is coated, it is often found to be necessary to coat a print with spirit or with cellulose varnish or lacquer.

While it is obvious that pigments that are soluble in spirit cannot be used in these inks and that insoluble pigments may, the difficulty is that there are a large number of highly useful pigments that have but a slight solubility in spirit and which cannot be substituted by completely insoluble pigments.

Inks of the latter class of pigments generally can be spirit-varnished without trouble, provided the ink is allowed to dry hard and that the form is not principally solid. The inkmaker classes these inks as "varnishable with care."

When cellulose varnish or lacquer is to be the coating material, it is absolutely necessary for resistance to the particular coating to be specified on the order for ink because solvents more active than alcohol are present, barring the use of a number of pigments that may be coated with alcohol spirit varnish.

DRIERS FOR BRONZING

Why is bronze powder hard to remove from some jobs?

When printing a job in colors to be bronzed afterwards it is better not to add driers to the inks if it can be avoided. The driers tend to make the inks gummy, especially where they overlap. The bronze powder will adhere and be very difficult to remove entirely.

It is also important not to use a very greasy bronze powder which of itself presents a problem of clean removal. Some bronze powders are much greasier than others. The very greasy are of no value in the shop.



"In the Days That Wuz"—Headache Jobs

Cartoon by John T. Nolf, Printer-Artist

*Whether we all agree with Edward N. Teall or not,
we must admit that there are* **Many Atrocities
Perpetrated in Field of Language**

• BRASS TACKS are waiting to be got down to (if I may be permitted, for a moment's innocent fun, to be thus exuberantly ungrammatical). Considerable discussion, more or less agitated, has been aroused by the new word *dimout*. A right barbarous word it is, too! Why? Simply because it does not score at first sight. According to established standards, the word, seen by itself, without context, would not resolve into the syllables *dim, out*; it would suggest *di'mout*: long "i," accent on the first syllable, with the "m" hooking on to the second syllable.

What about *blackout*?

The two words are of similar composition; not precisely identical in the nature of their elements, but approximately the same. The second element, *out*, is the same in both. *Dim* and *black* are, most familiarly, adjectives; in these words they are both verbs—you dim the lights out, you black the illumination out. That's the way, at least, that the combinations look to me. It is, however, immaterial whether *dim* and *black* in the two compounds are regarded as nominal or adjectival in essential nature; the important point is that both should be regarded as of the same structural value.

Getting together on that as a basic principle, the question arises: Is there some other, hidden factor, that could justify one (like myself) in maintaining that the two words, *dimout* and *blackout* (as they now appear in common, almost universal American usage) are not equally defensible—that one form is preferable to one word and another form should be used for the other? In short, that while *blackout* (solid) is perfectly acceptable, *dim-out* (hyphenated) is much better than the prevalent *dimout*. That is my contention in this case.

The whole thing goes back to one of my favorite assertions in *Proof-room*: that it's "nice" to make rules, but advisable to suspend them for the nonce when they operate disadvantageously to the reader.

Blackout jumps out of the page, a clean, complete word. *Dimout* (I contend) does not. Therefore I write *blackout* solid, like *blowout*, *letdown*, *payoff*, *breakup*. (I am not stopping to test these words as to exact comparability with *blackout*; they are near enough for any practical and reasonable analysis.) Therefore, also, I write *dim-out*: to supply the defect in combining power—a defect not in logical mechanics but in the all-important jump from eye to mind.

At this one reader may sneer and another jeer: but patient, fair-minded consideration must work in support of my contention. I can vividly imagine an editor or a publisher who would reject this contention as fanciful, overdrawn; a piffling consideration, not worth bothering with. Suppose *blackout* does reach the reader's mind a shade more swiftly than *dimout* does, such a one might say; it's the split second taken by the shutter of a camera, and the picture is there, almost instantaneously. Yes—*almost!*

That same editor or publisher might instruct one of his underlings preparing copy for the printer to mark differently, saving a stroke here and there. A single stroke, he would say, amounts to almost nothing; but repeat it a thousand, or ten thousand, times in the course of a big job—and you have a waste well worth taking into the necessarily minute calculations of time, labor, and expense. Why not, I ask, apply the same mathematical fitness to the reader's convenience?

Does all this seem a small matter for the expenditure of so much time and effort? Looking at it openmindedly, I do not think such criticism would be justified. Certainly I can see how busy persons might take that view. More importantly, I can perceive possibility of our American habit of shying off from anything that looks like pedantry operating against this sort of discussion. To me, however, it seems well worth while. Why? Because if changes are to be made in our speechways, they

should be made with some regard for that to which each change may lead. We have a live and vigorously growing language. We are willing to try anything once—but we can hold onto that cherished tradition, and still exercise some directing control.

Passage through a period of national emergency like the present war brings many changes in national ways. The language of the people is affected. New words come into use. Could anything less than a war bring *dimout* into circulation? And I, for one, doubt if even a wartime start can give such a word permanent place in our speech.

All this, let me say now in making an exit, is written without excitement or even deep feeling. The topic interests me, to be sure; but whether *dimout* is in to stay or not, there will be Victory bonds to buy as the serious business of life—and those Brooklyn Dodgers to watch for recreation. Personally, I think *dimout*, solid, is in the same class as the State Department's word *detenee*; and that, so far as I observe, has ceased to appear in the newspapers, where the language of the people is encountered.

Of this one thing we may be sure: new words, and new ways of writing old words, cannot be established by decree. Every word, and every style in the writing of words, has to make its own way with the users of words. Many strange combinations of elements have been accepted; many have gone into disuse after long periods of service. In this instant century the making of words has proceeded at a dizzy pace; ad writers have invented words—headline writers have coined them—the automobile, the radio, and the airplane have brought new vocabularies into existence. The language goes on growing—and where it will stop, nobody knows.

The point of it all? Simply this: If you, like me, prefer *dim-out* to *dimout*, why, then you, like me, will write not *dimout* but *dim-out*. And I don't think either of us will go to jail for it!

We won't worry over the apparent inconsistency of *blackout* and *dim-out*. We know that it is simply impossible, in this speech of our America, to formulate rigid rules to cover everything—because so many seemingly decisive analogies are nullified by fundamental principles.

The Proofroom

ARE SOLICITED AND WILL BE ANSWERED IN THIS DEPARTMENT. REPLIES BY MAIL CANNOT BE MADE



By Edward N. Teall

HOW COME?

I read this in a newspaper: "They were to conduct and partake of this supper in a worthily manner." Your comments.—*Arkansas*.

Well, Uncle Frank, I was going to be smart and sassy, and dismiss the quotation with one word of comment, such as "Wow!" Presumably the misuse of the adverb was perpetrated by some unaccustomed, self-conscious writer, trying to be "stylish."

But it could have been due to bad self-editing, one of the common snags in the stream of writing locals for the weekly. It could be that the correspondent first wrote "worthily," then switched mentally to "in a worthy manner," and simply slipped in the mechanics of copy correction. All I'm saying is, "Could be!"

If that's the story, it represents one of the commonest dangers of writing. Of course and obviously, the expression as given is simply w, r, o, n, g—wrong.

ALOHA FROM HONOLULU

I have followed *Proofroom* since 1920. Former owner of a one-man plant in Kansas, I am now employed here in Honolulu as a compositor. Recently I was "called" for setting "Officers' Club," on the ground that the officers do not own the club. I maintain the so-called possessive form should be used, whether possession is a fact or not. Aloha!—*Hawaii*.

This is one of *Proofroom's* old favorites. First let me say to the querist: *It is up to you as a compositor to follow shop style.* I agree with you completely on the question of style, but if your employer wants another style—well, he hires you to use it, and that's that!

St. James doesn't own St. James's palace. The ladies don't own the Ladies' Rest Room. The dealer sells men's clothing; it's clothing for men, they don't own it while it's in the shop, but it certainly is "men's" clothing. If the shopkeeper showed a sign or ran an ad saying he had "men clothing" to sell—well, that

would be simply ridiculous—but almost parallel to "officers club."

But: You can say "Robinson's shop," or "*the* Robinson shop." If you saw a sign "Williams Hat Shop" you just couldn't tell whether it belonged to someone who liked to use his first name as a familiar contact with customers (William's Shop) or to someone named Williams.

Readers who have followed this department for a number of years are invited to rake their memories for my Noun of Identification; used with intelligent discernment and discrimination, it goes a long, long way toward solving some of the print-shop's toughest and most interesting problems.

PRINT-SHOP DIVIDENDS

You never said a truer word than when you stated (December *Proofroom*) that you wondered "if it would not pay dividends to let a keen, fast-working proofreader go over copy for details before copy goes to the machine." In my proofreading days I always insisted on looking over all copy before going to the machine to take care of the compounding of words, punctuation, spelling, capitalization, *et cetera*, as it was always our idea that it was a lot cheaper to have the proofreader do this before it is set than to wait until after it is set and then have the operator reset half the copy.—*Michigan*.

To me this seems so obvious and irrefutable that I hesitated to give the statement half a dozen lines of precious space; but here comes welcome confirmation from a gentleman who certainly knows the ins and outs of printing as a business that should be run for honest profit. Sometimes it seems the most obvious things are the ones that most need to be said.

RAYSHUNS OR RASHUNS?

Which do you say: *rayshun* or *rashun*?—*New York*.

Frankly, sir, I say *rayshun*. That is unimportant; but the question of pronunciation is important to the world of print, because it knits up with DIVISION. First off, I see no way to divide the word except *ra-tion*; and that certainly indicates the long sound of *a*: *raytion*.

Look: Do you sit by the *ray-diator* listening to the *ray-dio* after consuming your evening *ray-tions*—or do you snuggle up to the (cold) *rad-diator* to hear the *rad-dio* and digest your *rat-ions*?

You see, you can't use the short *a* and divide on it at the end of a line without defying and discarding the ancient traditions, the long-established STYLES. It is distinctly not easy, not something to be decided offhand.

My own usage—for what small value that may have to you of *Proofroom*—is decidedly, strongly (but NOT fanatically!) for the long *a*. We are doing strange things to

A HEADLINE WRITER HAS AN INSPIRATION

- Those of us who get a big kick out of finding an error of some sort in the other guy's headlines spent a gala half-hour on January 8 when the *Chicago Daily Times* carried this streamer headline in its early editions, on the news-stands just before noon.

Jeffers discloses:
**NO FUN DRIVING
BAN IN CHICAGO**

As it stood, we didn't know exactly what it could mean, and we decided to phone the *Times* when we returned from lunch and ask them to reset the head in American.

We didn't have to spend the nickel, though. On the way back to the office, we picked up a later edition in which the head had been reset as follows:

**NO BAN HERE
ON FUN DRIVING,
SAYS JEFFERS**

the language, like the radio affectations of *ee-fective*, *sacrifuss*. These two are simply (to me, at least) outrageous and unjustifiable.

The army says *rashun*; is the army, or is even the United States Government our authority on dictation? At the risk of facing a firing squad at dawn tomorrow, I say NO. (At the same time, I admit they can set up a mighty influential and powerful precedent.)

One word that stops me is *ratiocination*, universally starting, in oral rendition, with the short sound of *a*. How to get around this, logically, I don't know. BUT I stick, pig-headededly, perhaps, to *ray-shun*.

Here, *Proofroomers*, is a REAL subject for USEFUL discussion. (But I bet two cents you don't accept the invitation—no, the *challenge*—to tell us what you think, and WHY you think it.)

NOT QUITE A BONER

I was reading the July 25 issue of *Editor and Publisher* the other day, and in a thirty-point bold face found, above all things, the word "judgment" misspelled—and this in a publication where boners should not be found.—*Illinois*.

I adore boners—when made by someone else; they make me feel less lugubrious about my own. The word appeared as "judgement," with an "e" in the first syllable. The "e"-less form is almost universally preferred, but—as it may surprise you to know—the entry in the "big" Webster is "*judgment, judgement*." This form of entry, in Merriam style, represents a preferred spelling with an acceptable alternative. The Merriam book also accepts the spelling "acknowledgment, acknowledgement," "abridgment, abridgement."

THE RESTLESS PENCIL

One of our readers has the margin-marking habit; all our books have notes, queries, and corrections penciled in by him. Is not this close to an intolerable nuisance?—*Missouri*.

It could be anything from that to an invaluable contribution, depending on the correctness of the suggestions offered. Even though a check-up be deemed necessary before the volunteer editing can be accepted or rejected, the fact remains that each note is a challenge to the text, and should help to put the reader's teammates on the alert. The habit should be considered tolerable—with limits easily set.

TO BE, OR NOT TO BE

If grammar is to determine the mode of the verb and the case of the personal pronoun in the sentence, as you revised it, "I could hardly believe it was she," then the revised sentence is right. There is no doubt or denial in the verb, so it is properly indicative. "It" is not the object of "believe" but the subject of "was," hence nominative. Predicate pronouns agree in case with the subject, so "she" is nominative.

Nevertheless there is a strong "feel" of the objective of both pronouns in the noun clause, "it" and "she." This pull is revealed by changing the finite "was" to the infinitive "to be." "It" then becomes objective as the subject of the infinitive, and since the predicate pronoun must follow the subject in case, both words become objective without change of meaning: "I could hardly believe it to be her."

Moreover a big majority of lexicographers, publishers, and teachers are reported in the Leonard Survey as favoring the objective form after all forms of "to be"; "it was her" was approved as "established English," whatever that is worth. Many etymologists declare that grammars and dictionaries follow not lead standard usage.

I have read *Proofroom* for nearly 30 years and assigned it as suggested reading to my classes. In "Psychology of English," by Margaret M. Bryant and Janet Rankin Aiken, published by the Columbia Press in 1940, journalists are chided for having made no contribution to good English. I showed them otherwise, and your work was my Exhibit No. 1.—*Oregon*.

This letter refers to a query in the issue of December, 1942. The sentence as given by the querist was

OUR ToUCJ SUSTRM DOeDN8T HE;P HErE

• The feature writer of the Hutchinson (Kansas) *Herald* had the brilliant idea to bang out a piece for the paper during a recent practice blackout. Look what happened:

"ut&s do dardmed blacj in hera u
CaNt srr athing, noy even m jand
in gront of my hace. I cant eben
see thid typrwpter. U thodought i
knww wheye a;; the leys to takos,
achone were a,f maybe i am hit-
young the. and mayve I am not
maube yoy hane headt about the
bib. axipm—not to lett yoru left
ha,d lnpw what your roght habd is
going. bou eh oby theo sur dis
lipw theor stpgg in thost days, i a.
hennh jiteru, np ciharets to sooth
.a.no pipr smikiny xx enev a ciget.
I wosh thos b;ackput would jury yp
and e,nd. xx wuopps there&s the
whistles—and the lights."

(richly) this: "I could hardly believe that it were she." The Oregon professor sees it about as I did, but with an added touch of classroom authority. He carries it a step farther with that very interesting and enlightening note on the infinitive as an alternative possibility.

The note on placement of usage and dictionary in the line of march is a bit reminiscent of the seemingly endless fascination of the firstness of chicken or egg; but I think it is much more easily dealt with: users of a language make that language, and the grammarians weigh and sift until they attain a codification of usage and a formulation of "rules."

These are the vital points, after that: the people accept, modify, or reject the rules as they please; and what is "best" usage in one situation is out of place in another. And so we come to my pet hobby: you get farther by taking language study as a (disciplined!) art than by regarding it as a cold science.

"YOURSELF," "ONE'S SELF"

Is oneself good?—*Illinois*.

It seems to me as good as *myself yourself, himself or herself, ourselves*. But there are times when *one's self* is better; that is, when the compounding in the mind is not complete and it is desired to stress the *self* idea, as in the expression "One is properly to rule one's self," one's own individual existence as distinguished from one's material possessions. And here's where the art of expression comes to fine ripeness. It's a much greater thing than the science of building sentences or breaking text into paragraphs.

EITHER

Is "parenthesis" correctly used to indicate a mark or the matter enclosed within parenthesis marks?—*Georgia*.

Primarily, now the marks (). The matter is said to be "in parenthesis" or "in parentheses." Originally the interposed text was itself a parenthesis.

PRONOUNCING IN PRINT

Which is really the better way to divide words: by etymology, as I understand is the British custom, or by pronunciation, in the American way?—*Kansas*.

For example, *geo-graphy*, or *geography*. The latter is much the better. Which is the more easily read, *equ-animity* or *equa-nimity*? I don't

need to tell you! Trouble is, of late spelling has gone haywire, and old principles—the good, comfortable, troublesaving old principles—are knocked out. We say *ja-lo-py*, but most of us write *jalopy*, which by all experience says "ja-lo'-py," with long o and accent on the *lo*.

THE PROOFREADER'S NOTEBOOK

I laughed (to myself) at an old proofreader in an office where I was new, because he kept jotting down items in a notebook; but it was not long until I found the last laugh was his, for from that notebook he could give you in a jiffy the spelling of a name. I now keep a notebook myself, and it has helped in a lot of jams.—*New York*.

Yes, there is much value in one's own lists of names and dates. Such lists must, of course, be made with extreme care, so that they can be trusted; if you have to check the list every time it is used, and then it doesn't hold up, its value is that of a rimless zero.

THE BROWNS GAVE A PARTY

Would you write "Mr. and Mrs. John Brown's party," or "Mr. and Mrs. John Browns' party"?—*California*.

Without a moment's hesitation or the least bit of doubt or misgiving, "Mr. and Mrs. Brown's party." The name "Brown" includes the two individual persons. You say "the Browns," but you do not say "Mr. and Mrs. Browns." You say "Mr. and Mrs. Brown," and on that you build the possessive: "Mr. and Mrs. Brown's party."

PAST SIXTY

Is a man too old to read proof when he gets past the 60 mark?—*Delaware*.

Not by a very long shot. The youngsters have the "ambish," and that's fine. But the older worker, with maturity of judgment, familiarity with the pitfalls, and long training in conservation of energy, is—if he has an elastic mind!—simply a prize. He gives back the most for every dollar he takes out.

"Mc" IN A HEADLINE

In a black-face upper and lower headline, is it okay to set "M'Coy" instead of "McCoy"?—*Texas*.

In headlines almost anything goes. The "c" should be used if possible, just as in the running text; but if space is so tight that a skinny apostrophe will go where the "c" would crowd—why, the 'pos is entirely permissible. In a line of caps it is almost inevitable.



Present Negotiations to Settle Steel Wage Dispute

Threaten Canadian Wage-and-Price Freeze

By Kenneth R. Wilson

STAFF CORRESPONDENT

• Ottawa, Canada.—Almost of life and death importance to Canada's wage-and-price-control machinery is the outcome of a strike which closed two of Canada's biggest basic steel plants in January.

In March, 1942, workers in two plants which produce 40 per cent of Canada's basic steel output applied for an increase in basic wage rates. Under Canada's wage ceiling this increase was not justifiable unless it could be shown that the wages at these plants were out of line with prevailing rates in similar occupations or classifications.

The dispute has now continued through more than nine months with regional boards and a Royal Commission (appointed especially for the purpose) agreeing that no such increase in basic wage rates was justifiable under the terms of Canada's wage ceiling.

The Royal Commission findings were announced early in January and a few days later 13,500 workers at Sault Ste. Marie and in Nova Scotia went on strike.

The matter came before a full-dress conference of worker and management representatives who met the Canadian Prime Minister and his Cabinet in Ottawa the week of January 18.

Out of this conference of Government and union representatives came (during the last week in January) terms of settlement which were agreed upon by the conference and submitted to the employees.

Employees of the Dominion Steel & Coal Corporation voted to go back to work for a thirty-day period, at the end of which time their full original demands must be met. At the other plant (Algoma Steel Corporation) the proposed terms were refused.

The terms agreed upon by union representatives and the Government

were basically the same as the seven-point proposal made by the Government earlier, and which was rejected by the union at the time. The amended plan provides for:

1. Immediate action to implement the majority report of the Barlow Commission, including its recommendation for higher pay for certain maintenance men; time-and-one-half for working a seventh day in any week; reclassification of jobs; appointment of management-union-employee committees.

2. Recommendation that the Algoma Steel Corporation at Sault Ste. Marie, Ontario, and the Dominion Steel & Coal Corporation at Sidney, Nova Scotia, be designated as "national employers" and so placed under jurisdiction of the National War Labor Board.

3. Opportunity for the steel-workers to present a new wage case to the Board.

4. Appointment of a new chairman for the Board, replacing Labor Minister Humphrey Mitchell, thus providing a Board chairman who has not previously considered the dispute.

5. Recommendation by the Government that the Board give earliest consideration to any application by the steel-workers.

6. Passage of an Order-in-Council guaranteeing 55 cents an hour minimum pay, retroactive to November 1, 1942, at the Sidney and Sault Ste. Marie plants and for basic steel-workers at Trenton, Nova Scotia, without prejudicing the workers' right to make application to the Board concerning the bonus.

The current bonus would be paid as a part of the 55 cent rate and workers would be eligible for any bonus increases; but, in the event of decreases in the bonus, the minimum rate would not be allowed to drop below 55 cents.

7. Opportunity to the Trenton steel-workers to apply to the Board to determine the extent to which Trenton operations are basic steel.

It is provided that nothing in the terms of settlement shall decrease previous earnings of any employee.

The union had asked basic wages which would have netted workers a minimum rate of 60 and 64 cents an hour, inclusive of the bonus which varies in the two plants.

The basic wage rate is the rate paid in the lowest classification.

There are two important implications in these proposals.

The permission to place steel on a "national" basis means an open door to a unified labor front in this industry and eventually uniform rates throughout all plants. Till now the largest individual steel company (Steel Co. of Canada with 40 per cent of Canadian tonnage) has not been unionized. It means, inevitably, an increase in basic rates throughout this entire industry.

The next point, not as yet clarified and deliberately left open in the Government proposal for settlement, is whether or not the new basic minimum rate applies only to those receiving less than the proposed rate or whether it is to apply proportionately to all workers.

If all workers in basic steel are granted the increase the general view here at Ottawa is that it means the end of Canada's wage ceiling "freeze" as established as of November 15, 1941.

Interest in the Rumml pay-as-you-go plan is as great here as it is in the United States. Mr. Rumml made several personal appearances before Canadian audiences during January and received enthusiastic acclaim.

Canada is already on an outright "withholding" tax basis with 90 per cent of estimated tax liability being collected at source by all employers.

These collections are only one-third of the way towards meeting the Rumml plan since Canadian income taxpayers will not complete their 1942 tax payments until August, 1943.

When the Canadian Parliament meets early in February it is expected that the Government will indicate approval for or even immediate adoption of the pay-as-you-go principle.

Normally, such announcements are not made in Canada until the

Government brings down its budget. Last year this was not until mid-summer; but public interest in and approval of the Rumml plan has reached such proportions that an early indication of Government policy is indicated.

In connection with its war finance program, Canada is running into a new and unexpected difficulty in the large number of small denomination war bonds and war savings certificates which are "bouncing" back after having been sold to wage earners on wage-deduction or installment plans.

Figures released this month show that out of 1,120,000 individual \$50 war bonds sold in the Second Victory Loan Campaign of February, 1942, no less than 270,000 or 24 per cent had been cashed by individuals within nine months of the original sale. Most of the unloading came at about the time that payment for the bonds had been completed.

Now underway are extensive plans to "conserve" these original sales in much the same way that life insurance companies attempt to prevent lapses of policies. It is probable that the conservation efforts of the Canadian National War Finance Committee may become in some respects as extensive as the machinery set

up through plant committees, *et cetera*, to sell the bonds in the first place.

Much of the difficulty lies, of course, in the kind of sales job that is done initially and it is hoped that later loans will "stick" better for having been better sold.

The Canadian experience suggests that plant conservation of war bond sales is as important a job as making the initial sale.

Price ceiling officials in Canada are concerned about the steadily rising price levels in the United States. Apart from domestic wage and ceiling problems they see increasing difficulty in exchange of goods between the two countries and an inevitable extension of export controls on the part of Canada to prevent foods, merchandise, *et cetera*, being drained from this country in search of higher prices in the United States.

This is unfortunate in view of the fact that the United States has now removed the last licensing restriction on the movement of goods into Canada. It is hoped most of the controls can be worked out by mutual arrangement between the two countries and with regard to larger policy rather than treating each item on an *ad hoc* basis.

CROPPING IMPROVES DRAMA OF AN ILLUSTRATION

● SENSATIONAL! That's the only word that will describe the treatment of the photograph in this ad.

This is a good illustration of the idea that just a little thing can make or break your ad. Probably five different men would have cropped this illustration five different ways, each of them less effective than this.

Printing the halftone in a wild red also helped to catch attention. A great many advertising men would say that the red ink causes a loss of detail, but any detail lost is more than made up for by the added drama.

Copy is conventional, but, considering the medium, probably did a better job than something more flashy would have done.

Printed in *The Iron Age* for December 10, 1942, the practical copy of the ad would appeal to down-to-earth men who read that magazine.



When "down-time" makes you see RED

If "DOWN-TIME" is slowing your production... shaving profits—look to your cutting oils. For every cutting oil operation is different. An oil may do a hang-up job in one operation and cause all kinds of trouble in another, due to variables in metals, speeds and depth of cut.

That's why Shell has developed a control technique that "balances" the oil for each particular job... fits the oil to the

machine, the application and the tool. In addition, Shell Lata Oils are delivered to you ready for instant use, eliminating costly blending mistakes, insuring uniformity at all times.

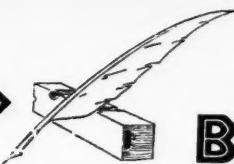
Call in the Shell man today. Let him show you how the right Shell Lata Oil can not only reduce "down-time," but how it can also improve surface finish, increase tool life.

SHELL LATA OILS for Cutting



THE INLAND PRINTER for February, 1943

I. P.



BREVITIES

Odd little bits from every corner of the printing world, brought together for your entertainment and whatever knowledge you can gain from them. If you run across a likely item, send it in

• **DAWGONIT, PRINTERS**, we should resent this!

A recent story in the Chicago Tribune says that a University of Washington professor wrote a book so learned that even the linotype operators gave up when asked to set the type.

The book is about a Greek manuscript of the four Gospels which is in the library of the University of Michigan, and it was written by Prof. William M. Read, a Michigan alumnus.

The parchment manuscripts of the Gospels are believed to date back to an Albanian monastery in the twelfth century. They were so full of ancient Greek letters of peculiar form that special mats had to be made of some of them.

Right there the printers balked. According to the story, the operators told the author that his copy was too tough for them, and Professor Read had to learn to operate the machine or let his book go unprinted.

• **HOW MILLIONS OF DOLLARS** worth of production effort can be stopped at the distributing end was illustrated for three days during December when the members of the Newspaper and Mail Deliverers Union of New York City refused to handle eight newspapers of that city.

During the three days of strike when no newspapers were available to millions of people in New York City, several of the newspapers increased their radio broadcasts up to fifteen minutes each hour.

The strike was called off on December 17, when the federal and state authorities arranged for arbitration of the points in controversy between the warring elements.

• **LUCKY STRIKE GREEN** has gone to war! And now the inkmakers of America have gone to war.

When the American Tobacco Company began recently to plug its new package by means of its radio programs, the theme used was that of making the change in order to save various materials vital to war production.

Now that the new package is on the counters, the National Association of Ink Manufacturers points out that if Lucky Strike green has gone to war, it wasn't drafted, because there are no Government restrictions on the amount of inks of those types used in printing the old Lucky label.

Restrictions were placed on quantities of chrome greens in April, but those restrictions were lifted again in August, and now, according to the inkmakers, there is "no shortage of printing ink which could prevent a continuation of Lucky Strike green."

Whatever the real reason for changing the package was, American Tobacco officials are not saying. A manufacturer has the right to merchandise his products in any type of package he sees fit, so long as he conforms to Government regulations—they stand on that right.

One thing is obvious. The greatest amount of ink used in printing the old Lucky Strike package was used in printing the deep green. By eliminating that color, the American Tobacco Company stands to save itself thousands of dollars annually, in ink alone.

• **THE TRADE BOOK CLINIC** of the American Institute of Graphic Arts, in releasing its tabulation of monthly selections of the best trade books printed in 1942, gave the award for consistent excellence in trade book design to Harper & Brothers.

Of the seventy-eight books chosen by the jury from month to month as the best books produced during the month, sixty-six were linotype set, according to the October-December issue of *The Linotype News*. Most popular faces used were Baskerville and Granjon, each of which accounted for eighteen books.

American Book-Stratford Press, Vail Ballou Press, and H. Wolff led the parade of printers producing the books, each of them being responsible for eight.

• **"THE EDITOR RETIRES** after forty years' service to the printing industry," is a headline that appeared over what appeared to be a full-page advertisement in the November issue (1942) of *The British Printer*.

In his final message as editor to the readers of the publication, Harry Whetton said among other things that as a young man he started as an assistant to the previous editor. Over the period of years he wrote a few books, edited the revision of older books, served as arbitrator in many cases of dispute, and was an expert witness in law courts.

"Blessed with good health all my life—a fine asset to any publication—I have at least been well occupied," concluded Mr. Whetton.

• **HOWARD E. JONES**, known to fellow-townsmen and children as "Pop" who runs a print shop in Kokomo, Indiana, has been made the subject of a eulogy expressed in rhyme—five verses of eight lines each—by Earle Franklin Baker.

In a letter to the editor of THE INLAND PRINTER accompanying the rhymes, Mr. Baker wrote in prose about Mr. Jones, in part as follows: "He is sincere in all he says and does; the good will and sunshine he has spread abroad in this city and elsewhere is something we will never forget."

• **IN NORMAL YEARS**, the general first-class magazines make quite an advertising feature of the announcements they send out with gift subscriptions. This year, some of them scaled down the quality of these announcements in order to save money.

The Reader's Digest, which probably handles several thousand gift subscriptions during the season, decided to make the saving as large as possible, by sending out a simple, inexpensive card printed in two colors, where before the greeting card was printed in several colors and was quite elaborate.

By this change in one little item, the magazine reduced its costs this year by about \$40,000. After the deductions for taxes, this amount will be given to the United Service Organizations.

• **PERHAPS PRINTERS DON'T** die with their boots on like they used to do in the days of the old west, but they are still quick on the draw.

During the deer season last fall, Arthur S. Thompson, general manager of the Geo. H. Morrill Company, division of the General Printing Ink Corporation, possibly saved his life by being quick on the draw.

He was hunting in Pennsylvania and on watch during a drive, when he heard a crashing in the brush behind him. He turned just in time to see a bear charging toward him, a few feet away.

Whirling quickly, he fired one shot and the bear dropped dead, practically at his feet.

Mr. Thompson paid the local game warden a fine of \$25 for shooting bear out of season, but he figures his life is worth that much to him. The bear weighed 420 pounds dressed.

• **A FORM NUMBER** on a piece of printing for the Office of Price Administration came in for a number of laughs a few weeks ago when it was mentioned in a Senate committee meeting.

On the face of things, the number seems to be just another example of the complexities of war time government. The form number is 1-1071-P-1 of 5-NOBU-COS-WP, and it caused quite a bit of merriment among newspaper columnists.

For the printer who worked on that form, the number was a real time-saver (after everybody learned the code).

Translated, it reads like this: 1 is the printer's code number for O.P.A., 1071 is the order number of the job, P-1 of 5 means it was the first of five pages to be printed. NOBU is the abbreviation for "no backup." COS is the order to the printer to collate and staple the sheets. WP means that the job is to be printed on white paper.

THE Salesman's CORNER . . .



BY FORREST RUNDELL

- How about a printer's own advertising? Can that be considered essential and necessary?

Why not? After all, advertising saves manpower. It does part of the selling job and does it better and more cheaply than it can be done by personal calls.

Advertising can never replace *all* the work of personal calling, but it does replace some of it. And every time it saves a call it saves manpower.

Let us look at some typical sales calls and see how they can be partially replaced by mailings.

1. *Reminder calls on occasional buyers.* In these days when so many printers are folding up, the occasional buyer of printing is never quite sure that his regular printer is still in business.

If the buyer is at some distance from the printer's plant, the salesman may find that he cannot afford time to make regular calls. Particularly is this true when the buyer has other duties that keep him away from his office much of the time.

In such cases monthly mailings cost less a call, can always wait until the buyer returns, and, by telling the buyer that the printer is still in business, accomplish as much as a personal call.

2. *Reminder calls on a busy buyer.* Busy buyers are numerous these days. Concerns doing war work are generally short on help and long on tasks for the help to perform. However much a buyer may wish to talk to the salesman he often finds he cannot spare the time excepting when he is in immediate need of information.

While the buyer could spare a minute or two, experience has taught him the impossibility of

getting rid of a salesman in so short a time without being rude. So, instead of being abrupt, he sends out the word "Too busy."

But this same buyer has no such trouble with a mailing piece. The waste basket is always handy. Moreover, if the mailing piece is *important*, interesting, and well printed he will look at it long enough to get a definite, favorable, and lasting impression.

3. *Making an impression on a new buyer.* This man is likely to be busy, too. And if he is new at buying printing he may have difficulty in getting a clear picture from the oral statements of the printers who call.

On the other hand, a mailing piece is a sample of the work done by the printer. It makes an unmistakable impression. When well done, it says "here is the work of a man who knows how to print."

If the new buyer likes it he will probably keep the piece and refer to it when next he buys printing. By making his decision from samples rather than from sales talks he saves time and confusion.

4. *To save the time used in repeating your sales story.* At the first interview with a new prospect a salesman usually tells the buyer the complete story about his shop, its equipment, and the type of work it does best.

Whereupon the buyer remembers that part of the story which interests him at the time and forgets the rest. At some future date he is surprised at a sample which the salesman brings him. "I didn't know you did that kind of work," he says.

Regular mailings offer time-saving means for reminding the buyer of different parts of the whole

story; and afford an excellent medium for the announcement of added new equipment.

5. *To coöperate with the Government in acquainting buyers with restrictions and regulations.* The typical manufacturer has great difficulty keeping up with the maze of Government restrictions which beset him on all sides. Printers can help the situation by keeping their customers informed on all regulations which affect the buying of printing.

At first glance it might seem good practice for the salesman to make personal calls to explain new regulations whenever issued. This would permit the buyer to ask questions that might clear up doubtful points.

It would be good practice if the buyer were the only person in the organization who needed the information; but often there are half a dozen or more men in the organization who need to know the regulations and it is a time-consuming chore to ferret out and talk to half a dozen executives.

The writer saw this work out when the Binders Group of the New York Employing Printers Association announced that its members would use only one wire in stitching small pamphlets. The announcement was made in a full-page advertisement placed in a weekly trade paper. Reprints were made and for some time afterwards were enclosed with all quotations made by members of the group.

The writer found that these reprints saved lengthy explanations. Quotations were changed to read "one saddle-wire stitch" and a reprint was enclosed to explain the reason for the change.

The reprints were read; in one instance the reprint was passed around until six different executives, including the boss, had seen it. That is real advertising.

6. *To make advertising suggestions to customers.* Advertising appeals are different this year. The customer is quite likely to welcome suggestions as to how he can keep his advertising on an essential basis. An alert printer will be able

to give such suggestions—always provided he keeps up-to-date.

For example: this month we celebrate the birthdays of both George Washington and Abraham Lincoln. In their lives is to be found a wealth of inspirational material waiting to be used in morale-building advertising.

The manufacturer who puts out an employee house-organ, an elaborate dealer paper, or even reminder advertising to his former customers, will do well to dip deep into the biographies of these two great Americans for material for this month's advertising. If you fail to remind him, your customer may miss this opportunity.

In addition to the foregoing, there are two ways in which a printer can make his advertising essential.

1. Calendars are a necessity. If you don't believe it try to get along without one. But this year fewer advertisers are sending them around.

Restrictions on critical metals plus a general slow-up in advertising have cut the number printed far below normal times. The printer who includes a calendar in his reminder advertising is giving away something essential.

2. We need blotters, too. Here the shortage is not yet acute. But the same cutting of advertising appropriations is reducing the number of blotters distributed. It offers the printer another chance to make his own advertising useful to his customers.

To sum up. Whether or not a printer's advertising belongs in the category of printing that is necessary and essential depends largely on the printer.

If he uses advertising to save man hours for his customers and for his salesmen, as well as to render a service to his customers, it would seem to be essential.

But if he simply sends out stock stuff to the effect that business will be better if all and sundry buy more printing, he need not be surprised if someone thinks his advertising could be spared and gives it the proverbial ax.

Eight-Point Reorganization Plan OF THE BRITISH FEDERATION OF MASTER PRINTERS

Long-headed British printers are thinking in terms of what kind of a printing industry will develop after the war. Because some printers and others in the graphic arts in these United States have likewise tried to project themselves into the future and speculate as to what will be the future condition of the industry, it was decided to give a digest of a proposed "Eight-Point Reorganization Plan" which is being discussed by a group of members of the British Federation of Master Printers. The article appeared in a recent issue of *The British and Colonial Printer*.

1 The first step recommended in the proposed plan is that after the war an Enabling Act should be enacted by Parliament for the printing industry similar to that which obtains for the cotton industry. This would require every master printer and every employee to be a member of his respective organization. "Objections would probably come from the unions as, when wages and conditions are governed by law, there is no necessity for the men to contribute to union funds," reads the statement.

try. "This is a difficult and thorny problem as to what is price-cutting," states the proposal. "But, if a black list were compiled and the coöperation of the supply houses obtained, it would be possible to cut off the supplies of the offending houses."

5 The fifth step simply provides that "printers should agree upon a minimum scale of printing charges."

6 The sixth step is equally short, providing that "there should be a simplification of the grade system of payment to employees."

7 Specialization is provided for in the seventh step. The whole statement is: "There should be an agreement between themselves whereby each printer should concentrate upon the work for which he is best equipped, leaving other fields open to his fellow-craftsmen. A printer should become a specialist in his craft and not a tout for any kind of work which he can get, irrespective of his capacity for good workmanship."

8 The eighth and final step reads: "The elimination of the easy-chair printer who, owning no plant and having no responsibility whatsoever, yet can affect the prices of legitimate printers. All sales representatives should be under the direct control of the legitimate printer—the ultimate result to be that customers are to be in direct contact with the printers."

Proponents of the "Eight-Point Plan for Printers" suggest that if these proposals can be put into action the result would be the elimination of destructive competition, the insuring of a proper standard of return for the work, and the transforming of competition between printers into one of quality, rather than of price-cutting.

One of the printers, in seconding the resolution at a sectional convention of the British Federation of Master Printers, argued that the time to "tackle the problems of the printing industry was now, that, if left till after the war, they might be crowded out in the many things that would claim attention." He argued that many printers were now showing a greater sense of coöperation and many who had remained outside of the printers' organization were now prepared to join.

Evidence appears in the publication that the British printers are discussing the proposal pro and con. It is evident also that conventions are still being held in England among printers and others in the graphic arts, and that they freely express their opinions about subjects pertaining to the conduct of their own affairs.

★ What's New

A brief mention
of most recent

improvements in products and services offered to help workers in the graphic arts field

SHARP VISIBILITY of the oil level in a machine is made possible by the use of the Bijur Oil Window Unit when the unit is installed in a built-in oil-reservoir casting whose wall has a thickness of $\frac{1}{4}$ inch or more.

The unit, consisting of a window of clear plastic assembled in a polished metal housing with a special oil-proof synthetic gasket between window and frame to insure oil-tightness, is pressed into a reamed hole in the casting.

The Bijur Lubricating Corporation in announcing the new unit stressed the fact that the window assembled is furnished as a single unit to save time and money since the user's assembly man has only one part to handle. Sizes available—measured by window diameter—are, $\frac{1}{2}$ inch, 1 inch, and $1\frac{1}{4}$ inch.

A NEW METHOD of controlling production in industrial plants has been developed by F. Lloyd Wassell, of the Wassell Organization, Westport, Connecticut, which he named Product-trol.

It is a system of boards, cards upon which items are listed, peg holes, and spring tape progress lines, which are worked in combination to indicate, visually, any group of facts which produc-

POST-WAR USAGE of electronic apparatus will materially increase in industry, so S. D. Fendley, electronic engineer of the General Electric Company, told an audience recently at a meeting of the American Society of Tool Engineers at Boston.

In his preliminary remarks he said that while the use of electronic tubes for controlling motors dates back about ten years, their applications have been principally to control speed.

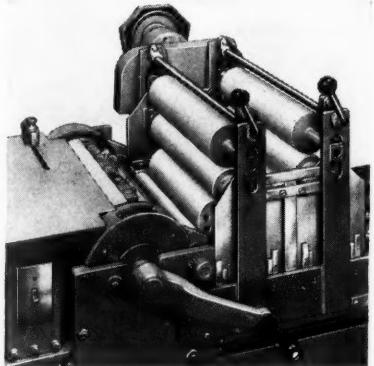
He thereupon demonstrated a new device of the company called "The Thy-mo-trol" in which electronic tubes are employed to convert alternating electric current to controlled direct current, and provide variable armature and field voltages for operating a direct current motor from an alternating current power line.

The tubes also provide wide-range speed control, besides starting, accelerating, protecting, and stopping motors with ratings up to five horsepower and 230 volts.

VANDERCOOK AND SONS has announced the development of its multicolor wet proving machine which will impress proofs of type and colotype plates, in

The two-color Vandercook Wet Proving Machine, shown in the accompanying illustration, is equipped with a power-inking device and a hand-operated impression cylinder. One of this model of the new press has been used for a year by an ink manufacturer for testing his process inks used in colotype wet printing. Reports indicate that all requirements for such proofings have been met satisfactorily by the new press.

Plans have been made by the Vandercook organization to place the four-color automatic proof press upon the market after the war. This four-color model is equipped with new type metering-ink-fountains and automatic registering plate bases; is power driven, and will prove plates, progressively, up to 25 by 21 inches in size.



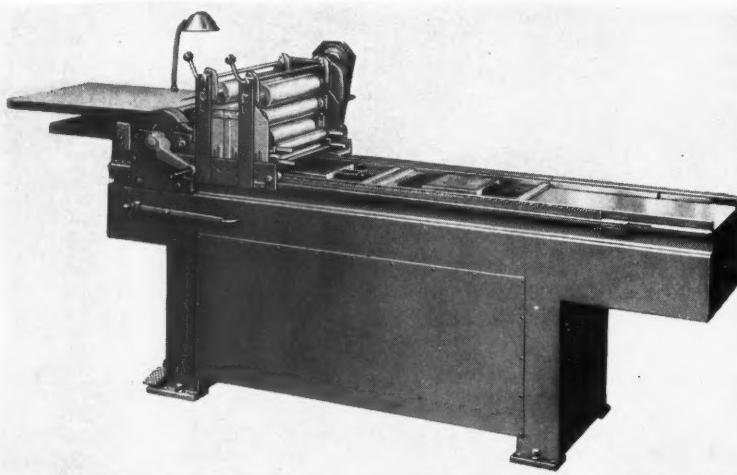
Detail of the single impression cylinder and method of ink distribution on the Vandercook proof press

In its operation, the sheet of paper is fed to the grippers on the single impression cylinder which is registered for margins only, the power is turned on, and the cylinder and inking units travel over the plate beds at a speed comparable to production presses. The inking units are automatically tripped over all but one of the plates. For progressive proofs, the impression cylinder may also be automatically tripped over any of the plates as desired, to allow any combination of colors.

A NEW MATERIAL that will clean rollers thoroughly, and at the same time eliminate the fire hazards of explosive solvents, has been developed by The Fuchs & Lang Manufacturing Company, Division of General Printing Ink Corporation, New York City.

The manufacturer claims that this new material is more powerful than naphtha or gasoline, and that it will not explode. Tests have proved that it costs less to use than any other known solvent. It will work equally well whether used with wash-up machine or by hand with a rag, and ends the danger of spontaneous combustion.

Samples of the solvent, known as *Spic-N-Span*, which contains no toxic products that give off poisonous fumes, may be obtained by writing to the manufacturer at 100 Sixth Avenue, New York City.



New multicolor wet proving machine developed by Vandercook and Sons operates at production speed

tion managers desire to watch. Progression or delay is indicated by the positioning of the pegs and the tape progress lines alongside the items marked.

Mr. Wassell made the first model by hand, and introduced it in war production plants.

register, upon paper, progressively, without requiring the elapse of drying time between the applications of the various colored inks. Inking of the progressive forms or plates is done automatically within a fraction of a second before the proofing operation takes place.

ALL EVENTS ASSOCIATED WITH PRINTING

The Month's News

AND ALLIED INDUSTRIES PUBLISHED IN THIS SECTION. ITEMS FOR PUBLICATION SHOULD REACH US BY THE TWENTIETH OF PRECEDING MONTH

PRINTERS TO GET TAX REFUNDS

Technicalities in the sales-tax law of the State of Illinois, known as the Retailers' Occupational Tax, were responsible for the victory in the case carried to the Supreme Court of the State by which printers and lithographers will receive a large sum of money as refunds for taxes illegally collected from paper merchants.

A previous victory was won in 1936, by which the printers received upwards of \$3,000,000 in tax refunds.

In the original suit instituted by the Graphic Arts Association of Illinois, the victory was won on the basis that printing done on order for consumers was not "tangible property sold at retail to consumers."

Following that decision of the Supreme Court, the state's tax collectors decided that paper used in printing was "tangible personal property sold at retail," whereupon they required the paper merchants to pay the sales tax, who in turn added equivalent amounts to their invoices covering sales to printers within the state.

In 1939, the suit was entered on the plea that the tax was misapplied since the law provided that the tax should be paid by retailers for goods sold to consumers. On that point the high courts ruled in favor of the paper merchants who instituted the suit, and the escrow money was returned.

It has been announced by the paper merchants that refunds will be made to the printers, and others, after audits have been made, and that April 15 will probably be the time of distribution of the money involved.

FRANKLIN MAGILL DEAD

Franklin Magill, co-founder and secretary-treasurer of Magill-Weinsheimer Company, Chicago, died January 13 at the Wesley Memorial Hospital, after a brief illness.

Mr. Magill came to Chicago forty years ago from Atlanta, Georgia, where he was born seventy-two years ago. He had been connected with the McCormick Harvester Company in the South in the advertising department, and was transferred to Chicago to serve the whole company as advertising manager.

Interested as he was in farming as a business, he became owner of *Farm Life*, a publication, and thus became acquainted with Alfred J. Weinsheimer who operated the Wabash Printing Company. Together they founded The Crown Press, which grew to such proportions that Mr. Magill quit his other interests and thereafter devoted him-

self to the printing business. In 1912 the firm name was changed to Magill-Weinsheimer Company.

During the course of years the firm added lithographic equipment to its plant, and became one of the large combination letterpress-offset houses in the country.

CHICAGO OLD-TIMER DIES

The North Side Printers Guild of Chicago lost one of its oldest and most active members on January 15, when John W. Bornhoeft died in the Presbyterian Hospital after an operation.



JOHN W. BORNHOEFT

Mr. Bornhoeft was president of the Columbia Printing Company, one of Chicago's leading ticket printers. He is survived by the widow, Emma, and by Lieutenant John W. Bornhoeft, Jr., as well as a daughter, Mrs. Ethel Whitwell. John, Jr., and Mrs. Whitwell are also associated with the printing firm.

PRINTED PLANE PART TEMPLATES

Printers who are looking around for some means of justifying continued existence of the industry might well look to the Curtiss-Wright Corporation, in whose Columbus, Ohio, plant printing presses have been used successfully in making templates for the production of various parts needed for Navy scouting and bombing planes.

An inexperienced crew slashed man-hours and materials involved in the making of steel template by 85 per cent, turning out 27,284 template copies with printing presses in the first seven weeks of operation.

UNION ENROLLS WOMEN

Because of the inability of unions controlling pressrooms to furnish employees to fulfill the terms of agreements, George L. Berry, president of the International Printing Pressmen and Assistants Union of North America, has proposed to each local union the advisability of enlisting women as "substitutes to meet the less skillful requirements of our industry."

In his suggestions, listed in a general letter to local unions, Major Berry outlines a course by which the local union leaders and employers might solve the problem.

His first suggestion is that each local union shall have its president and secretary constitute a "replacement and employment committee."

His second proposal is that this committee should "assume full responsibility of supplying replacements—men or women who may or may not be members of the organization." He warns the local leaders that the union "cannot afford to surrender this important prerogative," because it is necessary for union security.

"If the employers have persons who they feel could fill in with the replacement scheme, they should submit the names to the replacement and employment committee of the union."

"It should be said to those persons employed in this manner that their employment is for the duration of war. They must understand that they are in no wise to supersede the established priorities and the security guaranteed our members who are in the armed service or defense work."

Major Berry further suggests that it should be understood that so long as there are members of the union to fill replacement positions, that source should be first completely exhausted.

The fourth suggestion covers the manner in which dues should be collected from the persons filling temporary replacement positions.

He suggests that permits be used which should carry the clear stipulation: "For temporary replacement and in no wise to affect the priority of members of the union in the armed service and in defense industries." One dollar is the monthly permit fee proposed.

"We are endeavoring to meet these situations as they arise in the most practical and logical manner," concluded Major Berry. "I think we should make known to the employers the existence of this plan of replacement to the end that they will not be justified in criticizing us."

"Of course, it may come to the point where employers and local unions can enter into a memorandum agreement to give these replacement persons, who are without experience, the opportunity of learning from practical and direct experience in the pressrooms and other departments over which we have jurisdiction. This is a matter, of course, which will depend largely upon the employers' willingness to meet this vital situation. We are ready to meet it under conditions as stated in the foregoing."

ANNOUNCES KAUFMAN PLAN

Business executives, national and industrial advertisers, agencies, and sales managers will be exhorted to consult their printers, lithographers, and other reproducers of graphic arts materials in a series of advertisements, sponsored by the General Printing Ink Corporation.

OUTDOOR ADS FOR RED CROSS

To help give the 1943 Red Cross War Fund the greatest push it has ever received, the outdoor advertising industry has contributed 17,000 billboards all over the country, carrying twenty-four-sheet posters advertising the war fund.

The poster, which will be displayed in March, advertises the Red Cross as "The Greatest Mother in the World." It was designed by Lawrence Wilbur, and will be in full colors, consisting of seventy printings. It will carry the legend in reverse lettering across the bottom: "War Effort Contribution By Outdoor Advertising Industry."

This nation-wide display will provide the most complete billboard coverage ever obtained by the Red Cross, which has set a goal of \$125,000,000 for its War Fund. Heretofore the widest use of billboards has not exceeded 5,200.

The Greatest Mother in the World



Poster to be displayed on 17,000 billboards in March as a contribution of outdoor advertising industry

Herbert Kaufman, advertising manager of the corporation, announced that the prime purpose of the advertising campaign is to "focus attention on the importance and essentiality of printing reproduction in a war economy."

"The feasibility and flexibility of the printed word will be emphasized as well as the part printing plays in the Government effort being sponsored by the Graphic Arts Victory Campaigns Committee and Government agencies such as the Office of War Information," reads part of the announcement.

In addition to full-page advertisements to be run in a selected group of business papers, including THE INLAND PRINTER, a number of unsigned "teasers" will be inserted in general circulation publications to reach the eyes of executives, asking: "Have You Seen Your Printer Today?" and "Are You Printing for Uncle Sam?"

EXPLAINS PROMOTION CAMPAIGN

Merchandising plans of the American Writing Paper Corporation of Holyoke, Massachusetts, have been and will be explained to distributors of its papers from coast to coast in a series of meetings which will be concluded at the forthcoming meetings to be held in connection with the paper trade conventions which have been scheduled in New York City, for the week beginning February 15.

The War Fund Campaign, with its concentrated local promotion, will run through the entire month of March, which President Roosevelt has designated Red Cross month.

SEEK MORE WOMEN OPERATORS

Enrollments of women in the wartime course of training to learn partial, emergency operation of linotype machines in eight weeks have been gratifying, according to an announcement by Leroy Brewington, supervisor of the department of printing, Kansas State Teachers College, Pittsburg, Kansas.

The offer was made in conjunction with the press association and other groups in Kansas, but the interest in the plan extended beyond state limits.

"We are recognizing no state boundary lines and the fee is the same to all whether they come from Maine, California, or Kansas," announced Mr. Brewington. "Total fee for the first eight weeks is ten dollars. For those who care to stay a second eight-weeks period, an additional ten dollars is asked.

"A student may attend class a minimum of two hours a day or a maximum of eight hours a day, five days a week. The course was originally planned for an eight-hour day, but provision is made for those who wish to attend only a part of each day. Instruction is tailored to please the individual as well as to meet the demands of industry."

The course was primarily designed to meet the emergency caused by the enrollment of typesetting machine operators in the armed services of the United States, thus causing a shortage in country newspaper plants. What the management of the printing department of the college requires on the part of the applicant is "a reasonable understanding and use of practical English, an aptitude for linotype work, and a willingness to learn."

NEWSPAPERS FACE LABOR SHORTAGE

A cross section survey of the personnel needs of 11,925 weekly, semi-weekly, and tri-weekly newspapers made by Walter Crim, representing the National Editorial Association, indicates that there will be a shortage of 3,595 workers within the next six months.

Figures were obtained from 312 newspapers, and these figures projected to all country newspapers indicate that present and future needs within six months will be: 116 editors; 475 reporters; 646 advertising solicitors; 285 front office clerks; 743 compositors and floormen; 1,026 linotype operators; and 304 pressmen.

At a conference held in Chicago, January 8 and 9, representatives of five newspaper publishers associations and twenty leading schools and departments of journalism, discussed the present and future labor shortages in all departments of the newspapers of which the foregoing figures represent only part of the group.

In consequence of the consideration of the needs, the following resolution was adopted:

Schools of Journalism are to continue their programs of education without lowering their standards.

Commendation was voted the American Association of Schools and Departments of Journalism for steps taken to speed up their programs by which they can turn out graduates in less than three years to take positions as newspaper workers.

Suggestion was voted that schools might arrange special two-year undergraduate courses for selected students to speed replacements.

A.F.L. UNIONS DISCUSS WAGES

The Allied Printing Trades Council of Greater New York has called a conference of all American Federation of Labor unions in New York City to plan a program to meet the mounting cost of living and to lift the W.L.B. wage ceiling.

The program for the conference includes demands for adoption of rent control legislation in New York state, and more effective control of food prices, with opposition to introduction of a national sales tax. Unions representing 750,000 workers were invited to the conference.

ANNOUNCE NYOPEN WINNERS

Ten prize-winning entries in the Nyopen Patriotic Slogan contest sponsored by the New York & Pennsylvania Company, New York City, recently announced by the board of awards, will be

on exhibition in the rooms of the company at the Waldorf-Astoria, New York City, in connection with the forthcoming convention of the National Paper Trade Association, February 15 to 17.

Members of the board of awards who announced the winners included A. E. Giegengack, U. S. Public Printer; Ken R. Dyke, former chief of the bureau of campaigns of the O. W. I.; Harry O. Owen, president, C. O. Owen & Company, Chicago, and George E. Loder, president, National Process Company, New York City.

Winners received war bonds as prizes in four groups. The names of winners are: Ever Ready Label Corporation, New York City; Lenz & Riecker, New York City; Schneidereith & Sons, Bal-

EXECUTIVES RECRUITED FOR VICTORY CAMPAIGNS

• Two more executives have been recruited as leaders in the Graphic Arts Victory Campaign Committee to help promote the victory projects of the United States Government by the use of printed matter in selling these projects to the public.

One new executive in the ranks is R. Reid Vance, of Columbus, Ohio, who is president of the Graphic Arts Trade Association Executives. He is also secretary of the Columbus Printing Arts Association, and secretary of the Ohio Printers Federation.

"There are tremendous possibilities in this project, and I have promised to contribute my bit by trying to sell it

ink manufacturers; Howard Warner, of Forest Paper Company, representing paper merchants; Maurice F. Roche, Tension Envelope Company, representing envelope manufacturers; Bernard Rosenstadt, of Ardlee Service, representing letter shops; Vincent J. Ferris, of Allied Printing Trades Council, representing union labor in the graphic arts; Mark McCollum of *The American Printer*, representing the trade press; and Martin J. Weber, of Weber Studio, representing commercial artists.

The planning committee and talents pool of the Victory Campaign wrote copy and designed a sixteen-page, 8½ by 11, booklet in the interests of the Office



Harry O. Owen, president, C. O. Owen & Company, Chicago, helps select winners in Nypen Patriotic Slogan Contest sponsored by New York & Pennsylvania Co.

timore; DePamphilis Press, New York City; Milwaukee Label and Seal Company, Milwaukee; Copifyer Lithograph Corporation, Cleveland; Aatell & Jones, Philadelphia; Greiner-Fifield Lithographing Corporation; Frank C. Rauenstein Company, St. Louis; and Klopp Printing and Lithographing Company, Omaha.

One of the values of the contest was the emphasis placed upon the idea of seeing to it that every piece of commercial printing should carry some patriotic slogan or message to give stimulus to the war effort.

ANSWERS . . . to The Inland Printer picture quiz.

Reading from top to bottom: B. Walter Radcliffe, advertising manager of the Intertype Corporation, Brooklyn; Theodore Regensteiner, president of the Regensteiner Corporation, Chicago; and T. Frank Morgan, executive vice-president of the Lanston Monotype Machine Company, Philadelphia.

to the trade association secretaries throughout the country," said Mr. Vance. "I am sold on the idea. After experiencing the reaction and splendid reception with which the program is being received by the various project activities in Washington, I feel that the industry will miss a bet if they do not take hold of it."

The other, A. G. McCormick, Jr., has accepted the national chairmanship of the committee. He is a member of the firm of McCormick-Armstrong Company, printers and lithographers, of Wichita, Kansas.

Eugene Kelly, president, Eilert Printing Company, New York City, has become chairman of the New York Regional Committee of the Graphic Arts Victory Campaign, and in that capacity has announced committee members representing all branches of the graphic arts in his region. They are: M. O. Brewer, of Vandercook and Sons, representing the supply salesmen; A. T. Edwards, representing advertising typographers; A. O. Eldridge, of Triangle Ink and Color Company, representing

of Defense Transportation, titled "How to Conduct Your Convention by Mail."

The recommendations of the planning committee of the Victory campaign concerning the O.P.A.'s "point rationing" program has been accepted. Richard Messner is the author of the plan.

Another committee of the Victory campaign—the distribution committee—headed by Edward Mayer, has assisted the Office of War Information in the distribution of its sixty-four-page rotogravure booklet, entitled, "Negroes at War."

FREDERICK L. GROFF DIES

Frederick L. Groff, Buffalo representative of Sinclair & Valentine Company for almost thirty years, died on January 16, at the home of his daughter in Williamsville, New York.

Mr. Groff, who retired five months ago, was sixty-six, and a veteran of the Spanish-American War. Before joining the staff of Sinclair & Valentine in 1913, he traveled for the old Ault & Wiborg Company in New York.

MIEHLE COLLECTS FILE OF IDEAS

Twelve portfolios of specimens of wartime printing, which constitute what is called "a wartime printing library," have been prepared by the Miehle Printing Press and Manufacturing Company to serve as examples and inspiration to printers and lithographers in developing new business.

The portfolios will be exhibited in the five branch offices of the Miehle organization besides headquarters in Chicago, and will also be placed for study in the offices of the various local associations of printers in cities throughout the country.

Only a limited number of sets have been produced because of the tremendous amount of labor involved in preparing the portfolios and collecting the specimen material which could not be obtained in large quantities.

Victory projects of the United States Government, which the Office of War Information through the Bureau of Campaigns has asked business interests to promote, form the basis of the entire promotion campaign as represented by the twelve portfolios.

The Miehle organization announced its only concern, at the present time, in promoting the interests of printers and lithographers is an expression "of its active interest in, and support of, the graphic arts during a critical period."

The statement was also made that at the present time the sole objective of the Miehle organization from a manufacturing standpoint is, and must be, "to build fighting tools."

Each portfolio is devoted to some phase of the war effort "or the economic stabilization program currently being sponsored by the Government."

The first four volumes contain specimens and factual information concerning the war production drive. Objectives are stated, organization and operations are described, and suggestions are given to the printers how and where orders for the adaptation of these specimens might be obtained.

Two of the volumes describe the conservation program of the various agencies of the Government as applied to industry and to consumer products and services.

Another volume deals with the various salvage campaigns and shows by specimens what has been achieved by means of printed advertising in specified areas and by different groups of industrialists and communities.

Still another volume deals with the subject of war financing and the methods that might be employed in interesting local bankers in specific methods of promotion work.

Perhaps the most productive field of activity for printers will be found in Volumes Nine and Ten of the Miehle library of ideas. These two portfolios deal with all phases of the National Nutrition Program which provides for educational work in all population centers from the large metropolitan areas to the smallest hamlet.

These books, like the others, are chock full of colorful specimens of printed

matter which, with a few changes, can be adapted to the campaigns in any community and might be sponsored by local food manufacturers and dealers.

Civilian Defense and National Morale each has a volume dedicated to it with ideas visualized for the inspiration of alert printers and lithographers.

Each of the portfolios in its content follows a standard pattern. The nature of each problem is stated and amplified; the objectives of our Government are indicated; suggestions and ideas telling how printed advertising can help to meet the situation are listed and illustrated; suggestions are given as to where printers might go to get specific local information; ideas for layout, copy

ANNOUNCES ADVERTISING PLANS

Howard Paper Company, Urbana, Ohio, and its affiliated companies, have launched their 1943 advertising campaign based upon the idea that it should assist in the war program of the Government in accordance with the recent letter sent by President Roosevelt to the Advertising Federation of America.

"President Roosevelt's letter is evidence in itself of our Government's realization that advertising is an integral part of American civilization," reads one of the opening statements in the new Howard portfolio explaining the purpose and scope of the campaign. "Consequently we can forget, for the moment, any feeling that advertising is



Typical spread from 11- by 14-inch sales portfolio of Howard Paper Company full of sales helps

and design for the type of advertising that might be usable, are presented; advice is offered concerning the manner in which the printer might present his adapted sales ideas to possible sponsors.

Concerning the specimens in each portfolio which have been collected from every part of the country, the statement appears in the Miehle announcement that they will show what advertisers are thinking about, how good or how poor a job some particular piece of printed advertising is doing, and also indicates what still remains to be achieved.

"The project supports the program of the Graphic Arts Victory Committee," is part of the announcement issued by the Miehle organization.

OLD EMPLOYES HONORED

With service records of more than twenty years each, seven employees of *The Oil and Gas Journal* were honored with a luncheon on December 31, at the Tulsa Club, in Tulsa, Oklahoma.

P. C. Lauinger, president of the *Journal*, presented each of the following with tie clasps symbolic of their service records: E. Klappenbach, vice-president; C. O. Willson, editor; J. J. Courtney and Robins Johantgen, pressmen; Robert C. Porch, printer; James McIntyre, retired associate editor; and L. P. Stockman, California district editor.

unpatriotic—that it has no place in the set-up now facing us."

It is the plan of the company to utilize three mailing pieces during the first half of 1943, designed to aid 10,000 printers and 2,000 lithographers to sell more folders, circulars, and envelope stuffers, besides factory and office forms in wartime colors.

These mailing pieces to be sent to producers will be spaced two months apart. The cover design of each mailing piece will carry an illustration which will be similar to that to be used in advertising run in *THE INLAND PRINTER* and other trade publications.

An additional feature of the comprehensive campaign is that thousands of firms, institutions, and other buyers of printing will be recipients of direct-mail advertising from the company in which reference will be made to the value of expediting office and factory operations by the use of distinctive forms which permit them by their individual colors, "to flash their identity at a glance."

In all of the illustrations and copy connected with the Howard advertising program for the year the military theme is used to attract attention and to make the sampling portfolios, and direct-mail pieces, in addition to the publication advertisements, more colorful and dramatic. Campaign is handled by The Jay H. Maish Company, Marion, Ohio.

LINOTYPE HAS "EIGHT-DAY WEEK"

Because of the shortage of highly skilled machine operators, Mergenthaler Linotype Company has inaugurated what is termed an "eight-day week" in cases where production is behind.

The Lino-Vic Production Plan, which has been in operation since last May, is based on an eight-day cycle with two shifts of employees working eleven hours each for six consecutive days and then having two days off.

One of the good reasons for two shifts, rather than three, George W. Allison, Linotype assistant vice-president and assistant works manager, explained recently before the Society for the Advancement of Management, in New York City, is that skilled men are not available to operate three shifts.

Three machines are used as a unit. In this manner, with three normal operators a shift, plus one relief operator, the three machines are operated twenty-two hours a day every day in the week.

To be more specific, each man works six consecutive days on his machine, and then the relief operator for that shift takes over and works the two days the first man is resting.

This plan has proved very satisfactory from production standpoint, and in addition works out favorably so far as wages, savings on gasoline and tires, and other items are concerned.



THE GRAPHIC

* ARTS IN *

WASHINGTON

PAPER LIMITATION CLARIFIED

As originally published, Order L-241, which governs the use of paper by commercial printers, forced the printer to use the base period which would provide the lowest tonnage in determining his quota for the quarter.

As amended, the printer may use one of two schedules in determining the tonnage of paper he may use in 1943. He may put into production each calendar quarter 22½ per cent of the gross weight of paper (or paperlike substance) put in production by him during the entire year 1941; or he may put into production 90 per cent as much as he put into production in the corresponding calendar quarter in 1941.

"Put into production" means the first application of ink to paper. In other

words, if you are producing, for instance, 100,000 booklets, with 50,000 to be delivered to the customer at once, and the balance to be held for imprinting, the total quantity must be taken from your quota for that quarter.

For another example, if you start printing the black for a two-color job on March 25, and don't finish printing the second color until April 5, the entire quantity of paper must be figured in on the first quarter.

KIMBERLY PROMOTED BY W.P.B.

The War Production Board announced last month the appointment of John R. Kimberly as assistant director general for operations.

Mr. Kimberly was formerly of the Kimberly-Clark Corporation, Neenah,

PULP AND LABOR SHORTAGES HELP O.P.A. LIMIT PAPER PRODUCTION

• Printers, lithographers, and converters of paper will not feel the real effects of the limitations placed upon the manufacture of paper for about six months, so analysts say.

The reason for this viewpoint is that the stocks of paper carried by merchants and by the users themselves are sufficient to carry them over such a period of time.

The real shortage is in pulp, and the paper mills are obliged to limit their output for this reason in addition to their compliance with the W.P.B. limitation orders.

Prices of paper are firm, and there is no likelihood that they will be reduced. Sentiment is expressed in paper circles that both mills and merchants hope to induce the powers that be to permit a slight raise in prices to permit taking care of additional costs of pulp manufacture, and in the manufacture and handling of paper. Whether O.P.A. will permit the lifting of "ceilings" is a question to be determined.

Late figures concerning Government requirements of paper are to the effect that during one recent week demand for rag content papers on the part of the Government was 32 per cent as compared with civilian requirements of 76 per cent of the mills' capacities, with an additional one per cent required for export—a total of 109 per cent.

Demands for sulphite bonds for the same week ran 14 per cent for Government, 103 per cent for commercial purposes, and 4 per cent for export, making a total of 121 per cent of mill capacities.

Groundwood papers for one week ran 84 per cent for all purposes, so that in this line of paper manufacturing the mills were able to reduce their backlogs of orders somewhat during that week.

Generally, the backlogs in paper mills run from four to ten weeks. Complaints are general in mill circles that production is hampered because of a shortage of labor skilled in cutting, sorting, inspection, and other finishing operations.

Tonnage figures used by Government agencies at Washington in efforts to equalize the demand for paper with the reduced supply, show that approximately 19,000,000 tons were used in 1941; more than 16,000,000 tons in 1942; and the supply during 1943 is not expected to exceed about 14,500,000 tons.

Waste paper became plentiful last spring as a result of the unprecedented public response to the appeal for scrap paper. Now demand by board mills is so heavy that prices are practically double what they were in the Chicago scrap paper market during the "low" of last summer.

All paper merchants and manufacturers are looking toward the numerous conventions and group meetings to be held in the Waldorf-Astoria and other hotels in New York City beginning February 15, and continuing the whole week.

All manufacturing and merchandising problems will be considered in the light of recently gathered data from all sources, and officials of the United States and Canada will be in consultation with the leaders of the industry to decide upon future procedures. Since the demand and supply of paper affects the interests of both of the leading countries of the North American Continent, all procedures are now being harmonized.

In Canada, from now until the end of the war, the 25 news-print mills will know where they stand with relation to their proportion of the total business available.

Each mill is allotted a fixed proportion of the business, based on rated capacity, orders on the books, past performance, and other factors.

Each mill that exceeds its quota, or percentage, must pay into a central fund from which mills which cannot manufacture their quota because of war conditions will draw compensation.

The plan has been designed to keep the industry solvent despite labor, power and pulp shortages.

Wisconsin. He came to the Office of Production Management in 1941 as a consultant in the Industrial and Office Machinery branch, and stayed when the O.P.M. was replaced by W.P.B.

COPPER ORDER M-9-c RELAXED

The prohibition which had been clamped on to the use of copper plates for engraving of calling cards, greeting cards, social and business stationery, and other similar purposes has been relaxed in an amendment to the order issued January 20.

As amended, the order does not permit the use of new copper for those purposes, but does permit plate engravers to use copper in their possession on December 31, 1942, as well as any old plates.

Each engraver is required to sell as scrap to a scrap dealer before the end of each calendar quarter, three pounds of old copper plates for each pound of copper products which he engraved for the purposes in question during that quarter.

CONVERTERS WANT MORE PAPER

The great increase in demand for railroad, bus, and air line tickets, as well as an increase in demand for restaurant checks and theater tickets, is the basis for a request made to the O.P.A. by paper converters for a rise in their paper quotas for the balance of 1943.

The converters have attempted to meet this problem by using lower-grade and thinner paper, and the railroads have promoted a conservation program, but, in spite of those measures, demand in many instances will be 50 per cent above that of 1942.

MINIMUM WAGE RATE RAISED

In accordance with the recommendation of an industry committee of twenty-one persons that the minimum wage rate of the printing industry be set at forty cents an hour, the Wage and Hour Division of the Department of Labor has issued an order making this the legal minimum.

In hearings which were held, it was claimed that this ruling would force printers in the rural areas and small shops to reduce the number of persons in their employ, and the added expense would in some instances force them out of business. A survey showed that larger printing establishments would notice very little effect.

TIRE INSPECTION DEADLINE

Owners of commercial vehicles should keep in mind that the deadline for tire inspections, as required by Order ODT No. 21, is February 28.

It is necessary for you to have the endorsement of the tire inspector on your Certificate of War Necessity for each commercial vehicle before you can get gasoline ration coupons from your local rationing board.

The Office of Defense Transportation has warned that late comers may be forced to wait in line for tire inspections, even though there are more than 55,000 inspection stations in the nation.

WEST APPOINTED BY W.P.B.

Harry F. West, formerly connected with J. B. Lippincott Company, Philadelphia, has been appointed chief of the Book Publishing and Manufacturing section of the Printing and Publishing Division of W.P.B.

He succeeds Leonard G. Winans, who resigned to accept a commission in the Navy. Mr. West took charge of the Priorities section of the Printing and Publishing division early in 1942.

SULLIVAN IS W.P.B. CONSULTANT

Matthew G. Sullivan, president of the International Circulation Managers Association, has been appointed consultant in circulation to the Printing and Publishing division of W.P.B.

Mr. Sullivan began his business career as a carrier for the Lewiston (Maine) *Journal*. For the past seven years he has served as general circulation manager of the Gannett newspaper chain.

His duties with W.P.B. will embrace rationing of print paper, gasoline, and rubber, as well as the actual manufacturing of newspapers.

O.W.I. TO PUBLISH MAGAZINE

The magazine *Victory*, which was announced in *THE INLAND PRINTER* for November, has reached the stage where its publication has been announced by the Office of War Information.

It will be issued every two months for distribution abroad, and will be printed by the Crowell-Collier Publishing Company on a non-profit contract.

The magazine will be printed in several languages, including an edition in English, and more than a half-million copies will be distributed free in foreign countries.

Mainly pictorial, it is intended to combat enemy propaganda by showing the character of America, its war aims, and the magnitude of the American war effort. By means of the advertising it will carry, American industry may tell the world how it helps the war effort.

ERROR IN M-241

As amended January 8, General Conservation Order M-241, which restricts the production in paper mills, contains an error in the wording which would allow a paper merchant to deliver to his consumer in excess of 60 days' inventory as well as accept for himself in excess of 60 days' supply.

The order as amended January 23 allows only the paper merchant to have in stock more than a 60-day inventory unless other persons are specifically authorized by the Director General of W.P.B. to accept supplies in excess of the 60-day period.

OVERSEAS MAIL RESTRICTED

The Post Office Department, in answer to a request of the War Department to help save overseas shipping space, has ordered a restriction on the newspapers, magazines, and circular mail going to the armed forces.

Individual copies of newspapers or magazines will be accepted for dispatch to soldiers outside of the continental United States only where subscriptions

are specifically requested in writing by the addressee, or for which the subscriptions are now in effect.

No circular matter of the third class will be dispatched overseas.

SUPPLY OF COLORS IN GOOD SHAPE

While W.P.B.'s amended conservation order M-103, issued last month, limits purchases by inkmakers of one class of color pigments, the National Association of Inkmakers has announced that there will be no shortage of color inks in the immediate future.

The ample supply is due to a decline in consumption of these inks, and to modern research conducted by the inkmakers which anticipated the curtailments which have been made.

U. S. WANTS LITHOGRAPHERS

Another request has come to *THE INLAND PRINTER* from the United States Civil Service Commission, Washington, D. C., to publicize the fact that "lithographers are urgently needed in Federal agencies for reproducing maps vital to the war effort."

Positions exist in Washington, D. C., and in other parts of the United States. Entrance salaries of from \$1,440 to \$2,000 a year are paid. Applicants must be eighteen years of age or over, and "there is no maximum age limit." Applications are not desired from persons engaged in war work, "unless a change of position would result in the utilization of higher skills possessed by the applicant."

Applications should be sent direct to the Washington address of the United States Civil Service Commission.

CIVIL SERVICE NEEDS DRAFTSMEN

Draftsmen in all fields are being sought by the United States Civil Service Commission for work in engineering drafting. The positions pay from \$1,440 to \$2,600 a year plus payment for authorized overtime, and practically anyone, including students enrolled in war training drafting courses, may apply.

Draftsmen are needed in this country and abroad. There are no age limits, but applications are not desired from persons already using their highest skills in war work.

Announcement 283 for engineering draftsmen, and forms for applying may be obtained at first- and second-class post offices, the Civil Service regional offices, or the Civil Service Commission in Washington.

KARCH JOINS NAVY

R. Randolph Karch, a leader in graphic arts education and the former chairman of the research commission of the International Association of Printing House Craftsmen, has obtained a leave of absence for the duration of the war from his duties as principal of the Printing High School of Cincinnati Public Schools to serve as coördinator of instruction at the Naval Training School at Memphis, Tennessee.

He spent a month at Navy Pier in Chicago, familiarizing himself with the Navy's educational methods.

STRATHMORE ELECTS OFFICERS

John D. Zink has been advanced to the presidency of the Strathmore Paper Company, West Springfield, Massachusetts, by the board of directors. He succeeds Horace A. Moses, who has become chairman of the board.

Mr. Zink joined the organization in 1933, and served as vice-president and general manager. He is president of the Old Colony Envelope Company; vice-president and director of Premoid Products; president of the Writing Paper Manufacturers Association; is a member of the board of governors of the American Paper and Pulp Association, and a member of the Pulp and Paper Advisory Committee of the W.P.B.

Cassius M. Bryan retains his position as senior vice-president of the company, in addition to being in charge of production. Three other vice-presidents have been elected, namely, G. E. Williamson, for several years treasurer of the company; A. E. Shattuck, and F. Nelson Brigham, assistant treasurers. The three of them are retaining their connection with the treasurer's office.

Mr. Moses, who has become chairman of the board, founded the company fifty years ago, and for forty-five of these years served as president. He is also president of the Rising Paper Company, of Housatonic, Massachusetts.

MUST MAINTAIN EVEN TEMPERATURES

Reasons why printing and lithographic plants cannot be operated at temperatures lower than 75 to 80 degrees are contained in a sixteen-page pamphlet, 8½ by 11 inches in size, published by the Graphic Arts Association of Illinois.

Views of leading men in the paper, ink, printers' roller, and air-conditioning industries are published to support the basic argument that lowered temperatures in printing plants will interfere with the success of the war effort in the graphic arts.

S. F. Beatty, secretary and general manager of the association, said that the purpose of furnishing the authoritative information in that form was to provide members with facts which they in turn can use in their hearings before local rationing boards, and also present the data to their landlords to prove that sustained even temperatures are needed to operate successfully in the industry.

MONOTYPE VETERAN DEAD

Edward C. Eschinger, for forty-six years associated with the Lanston Monotype Machine Company, and for the past twenty years in charge of its experimental department in Philadelphia, died of a paralytic stroke on January 2. He was sixty-seven years of age.

His connection with the company was made in 1896 when he was hired in Washington, D. C., to help Tolbert Lanston build and develop the Monotype typesetting machine.

As an expert mechanic he was head at different times of a number of the departments in the Lanston organization, and because of his inventive genius was placed in charge of the experimen-

tal department twenty years ago. Numerous improvements announced by the organization were developed under his personal supervision.

JAMES LEE REPORTED MISSING

Lieutenant James L. Lee, twenty-five years old, of the Challenge Machinery Company, Grand Haven, Michigan, who was a member of the Army Air Force, has been reported missing by the Secret-

PRINTERS MANUFACTURE PLASTICS

Evans-Winter-Hebb, Detroit printers and lithographers, have expanded their production operations to include the manufacturing of "Instaset Plastics," an announcement of which is contained in a sixteen-page booklet.

In the foreword, the statement appears that the booklet is intended to serve as an introduction to the advantages opened up to manufacturers of

For Dependable Printing, Engraving, Paper and Lithographing

Edward J. Smith
Printer
208 South Washington Street
PEORIA, ILLINOIS

WING PRINTING CO.
Tabloid and Commercial Printing
1819 Main St.
Phone 4-2337

EDW. HINE & CO.
1819 South Washington
Phone 4-2337

Henniges & Co.
Printing

Better PRINTING
for more than 42 years . . .
EDW. HINE & CO.

Letter "Service" Company
P. N. BRONIS - Manager
Phone 5881

PEORIA CLUB OF PRINTING HOME CRAFTSMEN

The Powell Press
COMMERCIAL PRINTING
811 South St.
Phone 4-2318

Printing
A to ZIEGLE Printers
LEHMANN BLDG. 7244

DEMAND THIS LABEL
TOP JOURNAL TRADE-UP
LOGAN PRINTING CO.
101 Main St., Peoria, Ill.
PRINTING & STATIONERY
THE POWELL PRESS
PEORIA ALLIED PRINTING TRADES COUNCIL . . . P. O. Box 174

Profits to You!
The following PRINTING FIRMS CAN FURNISH THE UNION LABEL
TOP JOURNAL TRADE-UP
LOGAN PRINTING CO.
101 Main St., Peoria, Ill.
PRINTING & STATIONERY
THE POWELL PRESS
PEORIA ALLIED PRINTING TRADES COUNCIL . . . P. O. Box 174

PEORIA ENGRAVING CO.
101 Main St., Phone 4-7192
4 Complete EQUIPMENT
FACILITIES AND
SERVICE
PRINTING
ENGRAVING
LITHOGRAPHY
TYPE PROCESSING

LOGAN PRINTING CO.
The Big Name in Printing
105-107 6th Ave.
2 Phones 4-1139

Reproduction of a page advertisement which was printed in the Peoria (Illinois) Star on Sunday, January 17, to mark the opening of Benjamin Franklin Week. Paid for by printers, engravers, and paper merchants cooperatively, the ad should be a concrete argument showing why Peoria firms should buy their printing from home town printers. Together, these firms made quite a splash at an appropriate time.

tary of War. The report indicated that he had been in action in western Europe since January 3.

The message was received by the parents, Mr. and Mrs. J. Wesley Lee. The father of the missing flyer is vice-president of the Challenge company.

Lieutenant Lee was born in Grand Haven, September 28, 1917, graduated from the local high school, after which he entered the University of Michigan. He transferred, after a year, to Carnegie Institute of Technology at Pittsburgh, and received a degree of B.S. from the printing department in 1940.

He joined the Challenge Machinery Company, founded by his great-grandfather, and in June, 1941, enlisted in the army. He applied for entry into the air corps, was accepted, and received his commission as a pilot last July.

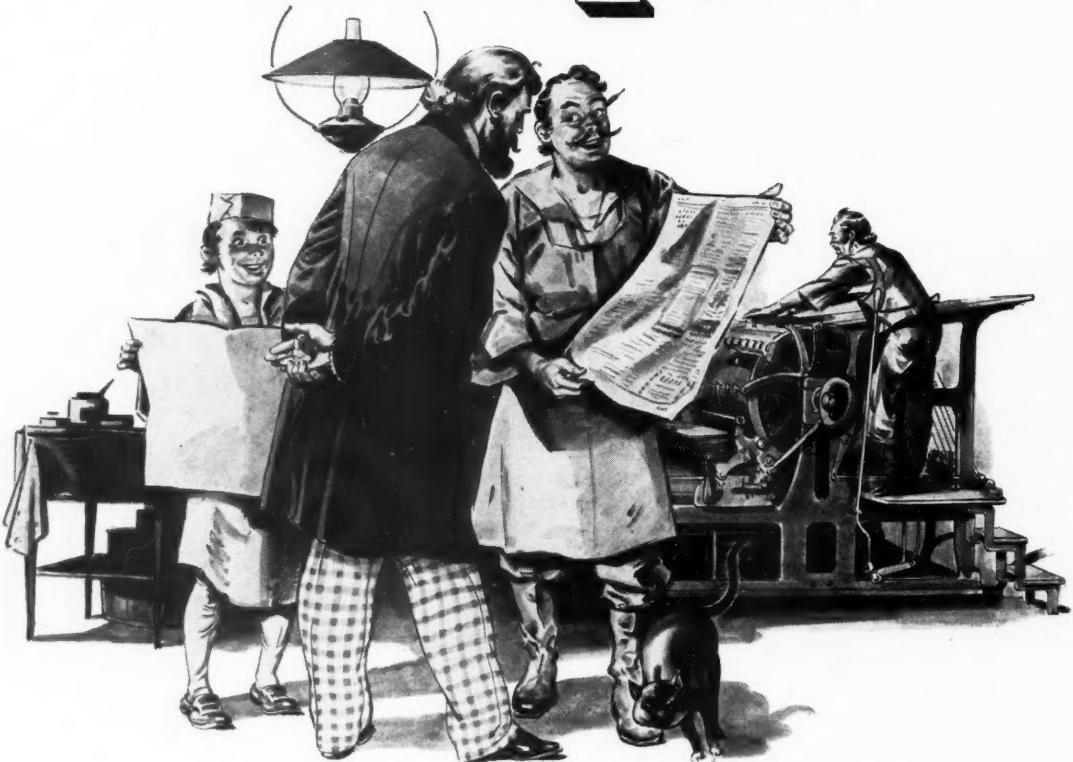
war materials by the "new Instaset process for the injection of molding plastics."

The foreword continues: "This process is now available through the Instaset Division of Evans-Winter-Hebb, of Detroit."

Technical information concerning compression molding, injection molding, and transfer molding is presented in the booklet, and the announcement is made that the new enterprise of the printing concern is "under the direction of A. D'Agostino, for many years past associated with one of the country's largest producers of plastics."

The new division is described as "staffed by competent personnel and completely equipped with the specialized machinery required for the Instaset process."

an undying Imprint



No other personality in all history has left its imprint more indelibly upon community growth and National spirit than the *printer*. Courageous and optimistic, he pioneered for education and enlightenment and all the advantages which they bring. He spurred civic pride, fought for law and order, opened a fertile field for initiative and earning power. He gave new impetus to business effort. He left cherished traditions. In many instances, America can thank the printing craft for her wholesome ways of life. ★ And like the Minute Men of early days, the printers of today must be alive to the message inscribed upon the printed page—the reason for it, its purpose and desired influence. Only by such genuine interest can they live up to ideals and further the highest efficiency in our war effort. Whatever the National objective, the printer can simplify the means.

HARRIS • SEYBOLD • POTTER • COMPANY

HARRIS DIVISION

CLEVELAND, OHIO

MANUFACTURERS OF OFFSET LITHOGRAPHIC • LETTERPRESS
AND GRAVURE PRINTING MACHINERY • • • • •

SEYBOLD DIVISION

DAYTON, OHIO

MANUFACTURERS OF PAPER CUTTERS AND TRIMMERS • KNIFE
GRINDERS • DIE PRESSES • WRIGHT DRILLS • MORRISON STITCHERS



LOW COST JOBS can be a headache — if you put them on a cheap paper that slows up your presses, boosts shop costs, delays deliveries.

But, low cost jobs can earn you a neat profit — when you print them on Management Bond, the reliable, watermarked paper made by Hammermill especially for this type of work.

Management Bond is uniform — a fast and

economical performer in your shop. It's sturdy — an efficient worker in your customer's office. And it's quickly available through Hammermill Agents in white and colors, in standard weights and sizes.

Send for the Management Bond portfolio. Contains specimen printed forms. Suggest ideas for jobs you can sell today. Free — mail coupon.

MANAGEMENT BOND

A HAMMERMILL PRODUCT

Send for it!

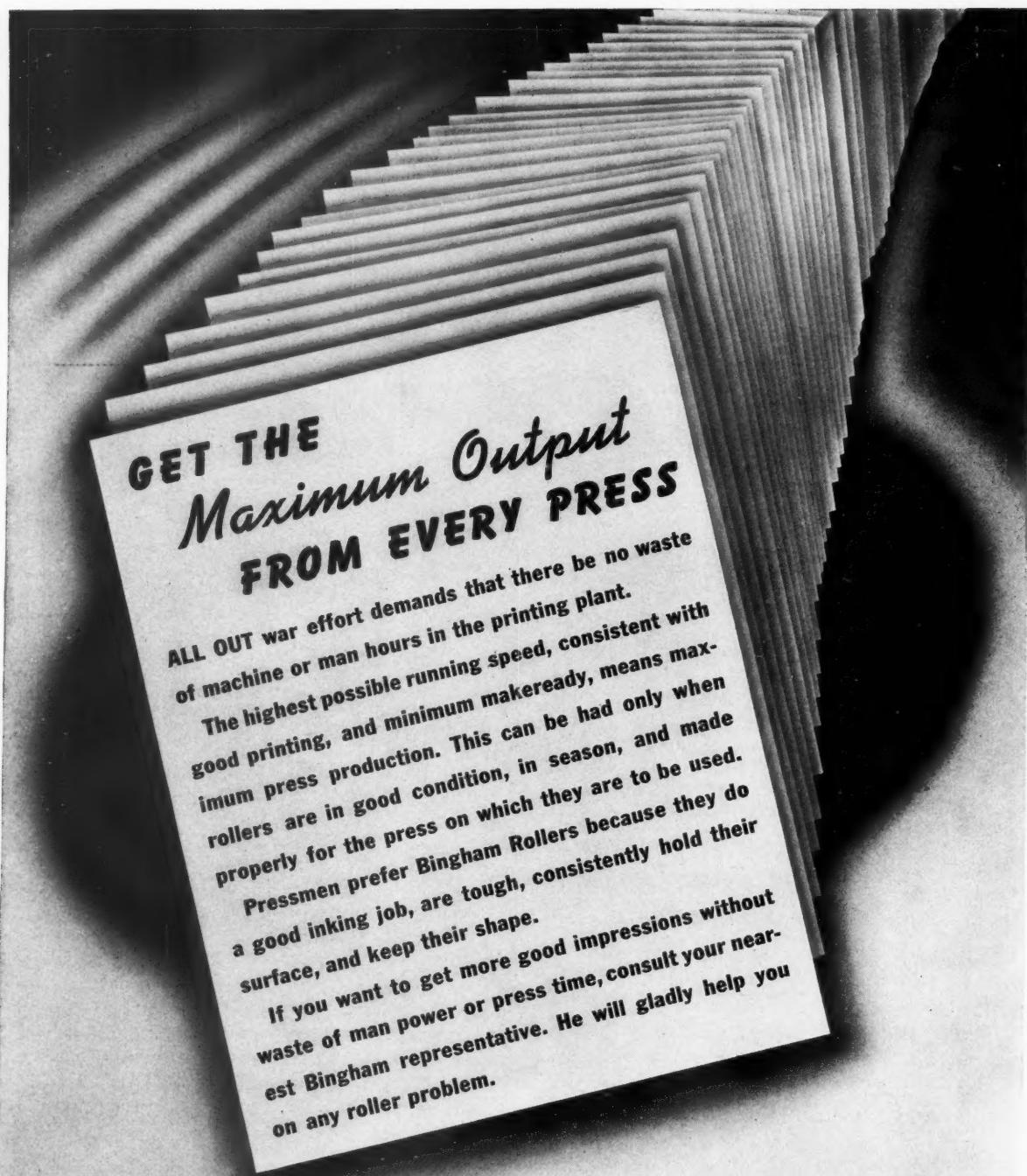
Hammermill Paper Company,
Erie, Pennsylvania

Please send me—free—the Management Bond Portfolio of printed forms.

Name.....

Position.....

(Please attach to your business letterhead)



GET THE Maximum Output FROM EVERY PRESS

ALL OUT war effort demands that there be no waste of machine or man hours in the printing plant.

The highest possible running speed, consistent with good printing, and minimum makeready, means maximum press production. This can be had only when rollers are in good condition, in season, and made properly for the press on which they are to be used.

Pressmen prefer Bingham Rollers because they do a good inking job, are tough, consistently hold their surface, and keep their shape.

If you want to get more good impressions without waste of man power or press time, consult your nearest Bingham representative. He will gladly help you on any roller problem.

SAM'L BINGHAM'S SON MFG. CO.

Roller Makers Since 1847

Manufacturers of Printers' and Litho-Offset Rollers

CHICAGO

Atlanta
Cleveland
Dallas

Des Moines
Detroit
Houston

Indianapolis
Kalamazoo
Kansas City

Minneapolis
Nashville
Oklahoma City

Pittsburgh
St. Louis
Springfield, O.

Picked for the job!



**BUY MORE
WAR BONDS**

NAVY FLIERS

Past Masters of Follow-Through

They don't quite land their planes on a dime—but a tarpaulin wouldn't faze them! And in the air, what can't they do. Pounce on a moving target, jockey it into range and beat it to the draw!

That takes a lively eye and a split-second timing sense, to say nothing of the "feel" of a plane winging at astronomical speeds that only born flyers possess.

Picked for the job? They certainly are!

On a bumbler level, International Paper's SPRING-HILL TAG is likewise picked for the job. This durable, 100% bleached sulphate, surfaced-sized tag gives maximum value at minimum cost, printed, typed or written.

★ ★ ★
Companion Papers

INTERNATIONAL MIMEO SCRIPT—Ideal for mimeo work. INTERNATIONAL DUPLICATOR—More copies, clear reproduction, in gelatin or spirit process. BEESWING MANIFOLD—Strong, lightweight, watermarked manifold paper. ADIRONDACK LEDGER—Economical, strong, watermarked ledger sheet; for accounting and records. ADIRONDACK BOND—100% sulphite; economical, watermarked; six colors and white standard sizes and weights.

International Paper Company

220 EAST 42nd STREET, NEW YORK, N.Y.



PAPERS FOR PRINTING AND CONVERTING

The



CLEVELAND MODEL "DOUBLE-M"

Maximum Right Angle 28 x 44"
Maximum Parallel . 28 x 58"
Minimum Sheet . 5 x 7"
Eleven Fold Plates

The CLEVELAND "DOUBLE-M" folds:

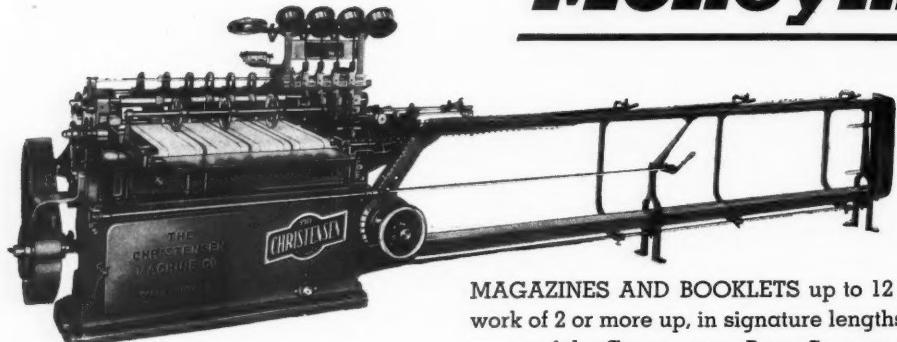
16 Pages, 3 r. a. up to 11 x 14" page size.
32 Pages, 4 r. a. up to 7 x 11" page size.
2-up Covers or 4-page Inserts up to 11 x 14" page size.
8 Pages 2-up up to 11 x 14" page size.

Folds the same impositions as your Dexter Jobbers.

In addition to this magazine folding, the "DOUBLE-M" makes the hundreds of folds in parallels, right angles, or combinations of right angle and parallel folds used for direct mail, booklet, map, and other types of folding.

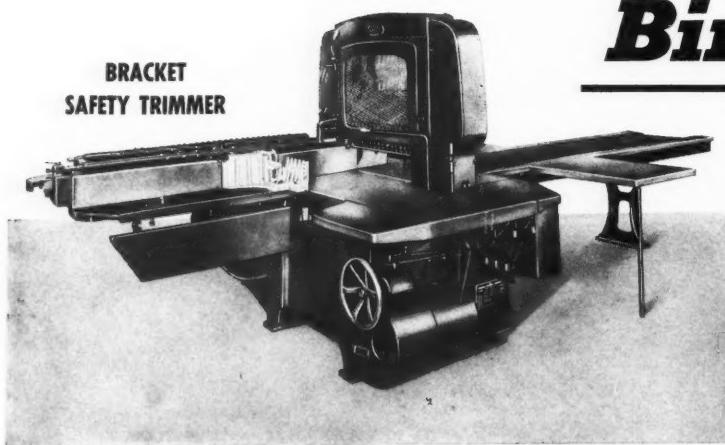
High Speed — 50% faster than the old Model "B"

Moneymaking



CHRISTENSEN MULTIPLE
HEAD GATHERING
AND STITCHING MACHINE

MAGAZINES AND BOOKLETS up to 12 x 18" page size, and gang work of 2 or more up, in signature lengths up to 27" come within the range of the CHRISTENSEN PONY STITCHER. Drives two, three, or four stitches at each operation at speeds up to 9,000 operations per hour. Easily keeps up with folder output.



BRACKET
SAFETY TRIMMER

Bindery Trio

MAGAZINES printed one-up and trimmed three sides, gang work stitched two or more up, cutting and trimming of flat work, label cutting, and similar work, all can be performed at unusually high production, and with the greatest uniformity and accuracy on the BRACKET TRIMMER. Banding and wrapping done at the machine reduces stock handling and trucking.

These three high production machines in your bindery will do your work conveniently, economically, and at highest speeds. Ask for literature on any one or all three. Deliveries, of course, are subject to wartime restrictions.

DEXTER FOLDER COMPANY
Pearl River, New York

New York • Chicago • Cleveland
Philadelphia • Boston • Atlanta
San Francisco • Los Angeles • Seattle

THIS MAN DIDN'T PROGRESS



BUCKEYE COVER Did!

When the gentleman still riding his "Ordinary" got his first bicycle both his wheel and the newly developed Buckeye Cover were quite in vogue. He has not kept apace with the times and the swift motors leave him far behind.

Not so with Buckeye Cover! Not content to merely keep abreast of progress Buckeye Cover has continued to lead the pro-

cession which imitation speedily formed behind it. Leadership so long maintained can be based on but one thing . . . worth.

The completeness of the Buckeye Cover line, its adaptability to every conceivable printing need, its modern style and its unfailing quality are known to leading printers everywhere. We will gladly send you a sample book if you'll write us.

THE BECKETT PAPER COMPANY . . . Hamilton, Ohio

Makers of Good Paper Since 1848

For Index to Advertisers, See "Classified BUYERS GUIDE" in Back

Wonderlands of Advertising

If you or any other man of business will take time out to ponder how your own mind works as it motivates your own actions, you will have the open sesame to successful advertising, successful production, successful public relations and personal success.

You want romance. So does your public. You want to feel and know your inner spirit. So do they. You want a spot of power and glory. Ditto with them. You desire the thrill of accomplishment. Why on earth do you think they don't want it too?

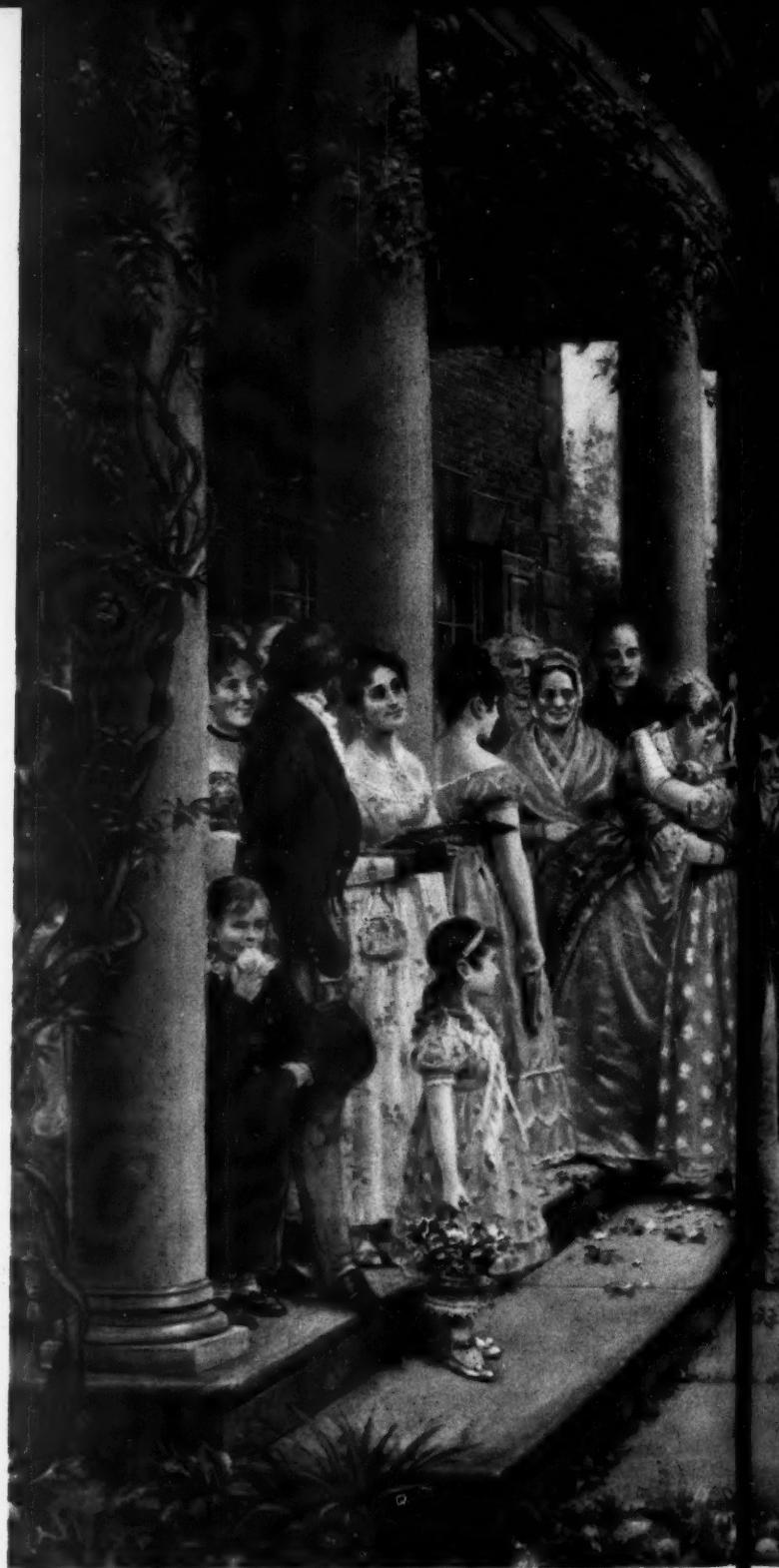
Now, how, by the spirit of Ben Franklin and all other straight thinkers, can a man of business put these things into his corporate expression, his advertising, his publicity, his selling?

Well, you can see a slice of it, a big slice of it, in the "Wonderlands of Advertising" issue of Westvaco Inspirations for Printers, No. 139.

Here's a preview of some of the subjects: Land Beneath the Sea; Land of Sound and Sight; Land of Romance; Looking-glass Land; Dreamland; Land of the Arts; Battle Land; Land of Tomorrow.

It has wings. It has spirit. It has body. And it has that personal appeal to the people it is seeking to reach. You'll grasp this issue with all your heart and mind. You'll eat it spiritually. You'll find yourself having advertising ideas in spite of war news, good or bad; in spite of all war restrictions and reservations.

This "Wonderlands of Advertising" issue is yours for the asking. It cannot be bought. It is never sold. When it comes to you, we think you'll do some quiet and purposeful thinking. You'll be seeing how the irresistible appeal has been put into printed advertising. How paper becomes a powerful radio beam. How printing, plus paper, gives you a broadcasting system as powerful as any network in the world. Overstatement? Only if you'll admit that the imagination of man is inferior to amperes, volts and watts. And no man of business can admit that. Man, the creator, must forever be greater than his creations. In this issue you'll see the proof of that. You'll feel it. You'll know it. Write, phone or ask your printer for it today.



A Virginia Wedding, by Edward Lamson Henry
From the painting in the Macbeth Gallery, New York

Printers of America! This insert, with copy exactly as shown here, will appear in the March, 1943 issues of a group of advertising magazines. Your Westvaco Distributor will, upon request, send you a supply of the current issue of "Westvaco Inspirations for Printers, No. 139" in order that you may be able to forward copies, without delay, to those who ask for them.



Westvaco

Westvaco Inspirations for Printers number One Hundred and Thirty-nine

KIMBLE
CUSTOM-BUILT MOTORS

STANDARD OF PERFECTION IN
THE GRAPHIC ARTS INDUSTRY
FOR NEARLY FORTY YEARS



KIMBLE
ELECTRIC COMPANY

2005 WEST HASTINGS STREET
CHICAGO, ILLINOIS
DISTRIBUTED BY: AMERICAN
TYPE FOUNDERS

Give YOUR Catalog



UNLIMITED OPPORTUNITIES

A fine catalog, carefully bound in the BROCK and RANKIN style, has increased opportunities to be successful. At first glance, a good binding bespeaks good taste, commands respect and insures favorable consideration. The cost of correct binding is only a fraction more than ordinary binding.

Although materials are limited for the duration, we are maintaining our usual high standard of quality.

BROCK and RANKIN

BOOK AND CATALOG BINDERS FOR FIFTY YEARS
619 SOUTH LA SALLE STREET • CHICAGO

ROSBACK

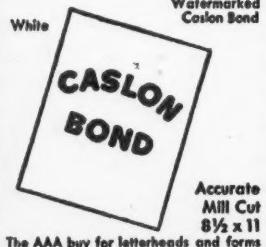
• Hi-Pro Paper Drills, Rotary Round Hole and Slot Hole Perforators, Snap-Out Perforators, Power and Foot-Power Vertical Perforators, Hand Perforators, Power and Foot-Power Punching Machines, and Gang Stitchers.

F. P. ROSBACK COMPANY
Largest Perforator Factory in the World
BENTON HARBOR, MICHIGAN

*This
is the Answer*

The Munising Pak • a sturdy one-piece container
★ space for your label which is there at re-order time
★ it saves time
★ eliminates waste
Convenient • Compact • Clean • easy-to-open
★ and easy-to-close
Your customers will like it

THIS IS THE Sheet



Watermarked
Caslon Bond

Accurate
Mill Cut
8½ x 11
The AAA buy for letterheads and forms

THIS IS THE Box

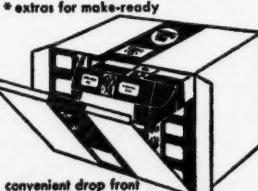
Contains 500 plus sheets... fits the desk drawer and stockroom shelves
...has utility value when empty...



Reversible label [in slot] carries your name

THIS IS THE Pak

Contains 10 boxes, a total of 5000 plus sheets.* The Pak makes a dust-proof delivery or storage unit...
* extras for make-ready



convenient drop front

The Munising Paper Co.
135 S. La Salle St., Chicago

Buy as a UNIT • Sell as a UNIT • Caslon Bond PACKAGED Printing

BOOKS

•These authors "share knowledge" so you also may be superior as an executive, craftsman, or student.

PRINTING, GENERAL

Elements of Photogravure.....\$2.50

By Colin N. Bennett.

Gutenberg Documents, The.....\$5.00

By Douglas C. McMurtrie. A translation of all contemporary documents relating to Gutenberg.

History of Composing Machines. .\$.3.00

By John S. Thompson. Now considered a rare item— $5\frac{1}{2}$ by 8; 200 pages. Sold "as is" because binding is shopworn and broken along edges.

Modern Printing.....2 Volumes \$9.00

By John Southward.....Each 4.50

Origin of Printing in Europe....\$1.50

Packaging Catalog \$5.00; Foreign \$6.00*

(An Annual.) Encyclopedia of packaging information essential to modern industry; 128 articles; full charts section on packaging law.

* Plus transportation cost; ship. wt., $5\frac{1}{2}$ pounds.

Photogravure\$3.50

By H. Mills Cartwright. Completely revised and enlarged. All information available on both flat-bed and rotary presswork.

Practice of Collotype (Wilson) ..\$.2.00

Practice of Printing, The.....\$1.80

By R. W. Polk. Revised edition. A basic text. Treats every phase from case layout, printing history, and type sizes, to layout, engraving; press-work; also offset.

Printing and the Allied Trades...\$.1.50

By R. Randolph Karch. Clear, concise handbook and text. Indispensable objective tests of self-administering type and valuable projects. Complete information for vocational students and apprentices. 207 illustrations; cloth; 334 pages.

Printing for School & Shop (Henry) \$1.50

Printing in the Americas (Oswald).....\$2.50

Production Yearbook of Advertising & Publishing (Colton Press).....\$5.00*

(An Annual.) "Reference manual of the Graphic Arts." Encyclopedia on every phase of letterpress, lithography, gravure, photoengraving, paper, bookbinding, production and typography to help you save time and money and get better results. *Plus transportation cost; ship. wt., 8 pounds.

Silk-Screen Color Printing.....\$.2.50

By Harry Sternberg. Tells how to produce color prints after stating fundamentals, equipment and materials beginners need.

Silk-Screen Printing Process.....\$.2.75

By J. I. Biegaleisen and E. J. Busenbark. Practical manual covers fundamentals, applications, advantages, how to handle all types of equipment and materials, each step in preparing, printing, and finishing various kinds of work. 225 pages.

Some Aspects of Printing Old & New.\$3

Written, designed, printed by Daniel Berkeley Updike. It reflects his great experience and knowledge of the graphic arts.

Wings for Words.....\$.2.00

By Douglas C. McMurtrie. Centered around life story of Johann Gutenberg and based on authentic documents, this tells the romantic story of the invention of printing from movable type.

Get a complete new list now ready! Order direct from this. Enclose remittance—we'll pay postage in U.S.

**THE INLAND PRINTER Book Dept.
309 W. JACKSON BLVD., CHICAGO, ILL.**



You need it Now

EAGLE-A can deliver

Eagle-A has geared its production facilities to maintain a steady flow of Eagle-A TROJAN Business Papers to meet commercial war time needs.

This Eagle-A group of 25% rag papers is made to help you maintain your "communication lines" . . . to keep production rolling by means of "form controls" to speed book-keeping and accounting work.



EAGLE-A
TROJAN BOND
for general business uses,
stationery forms, etc.

EAGLE-A
TROJAN RECORD
for accounting uses, contracts,
broadsides

EAGLE-A
Trojan Onion Skin
for air-mail, multiple copies,
file copies

EAGLE-A
Trojan Duplicator
ideal for direct process duplicating
equipment

Facsimile Watermarks of
Eagle-A Trojan Group

Eagle-A TROJAN Bond is a beautiful 25% rag content paper that definitely gives correspondence "attention-value"; provides a range of colors for departmental identification, and weights to fulfill every business requirement.

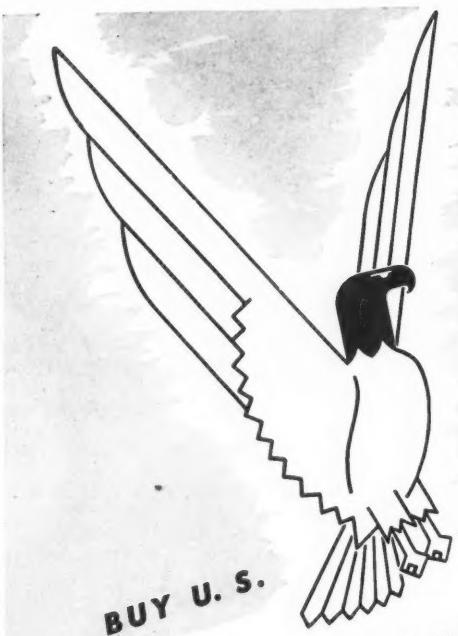
Be sure to give your customers Eagle-A TROJAN Bond, Record, Onion Skin and Duplicating Paper for better quality at no extra cost. Your Eagle-A Merchant has these papers in stock or can get them without delay.

Ask your Eagle-A Paper House for samples today—or write direct to



AMERICAN WRITING PAPER

**CORPORATION
HOLYOKE MASS.**



WAR SAVINGS BONDS AND STAMPS!

Putting in too much overtime? Let SUPERIOR'S
5-Phase Production Plan relieve you

of detail, release you from your desk, save
you needless extra work and worry.

We co-ordinate every phase of your produc-
tion job . . . Artwork . . . Photography
. . . Photo-retouching . . . Composition . . .

Engraving—all under one roof.

Use any one of these SUPERIOR Services if
you wish. Better still, let us handle
your whole job, controlling every factor,

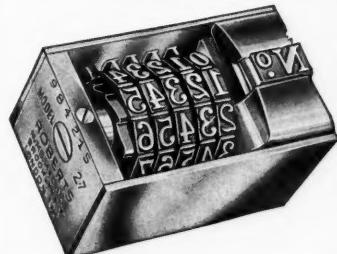
catching any unforeseen "loose ends," avoiding those
delays which often cost both time and money. You pay no

premium for this SUPERIOR
satisfaction. And remember,
our night shop works
for your convenience, too.
Simply call SUPERior 7070.

SUPERIOR
ENGRAVING
COMPANY

215 W. Superior St., Chicago

**PRINTERS! Numbered Work
is Easy and Profitable**



When You Use
ROBERTS
Typographic
Numbering
Machines
—Because

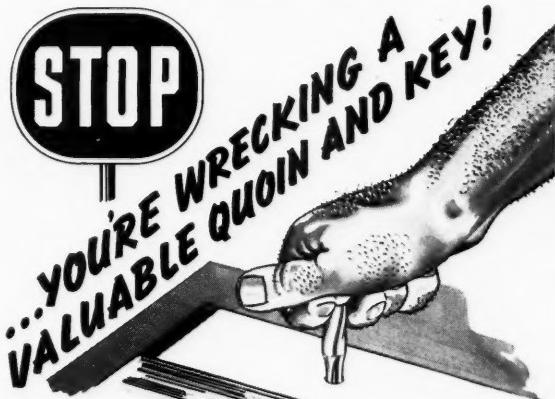
1. The investment required for new Roberts machines is small.
2. Machine life is long because plunger drives actuating pawl swing directly—thus eliminating lost motion and minimizing wear.
3. These machines are available at the low prices shown below.

**Model 27 — 5-Wheel \$12.
Less 40% — \$7.20 each net**

**Model 28 — 6-Wheel \$14.
Less 40% — \$8.40 each net**

Extra Benefits: 1. Roman or Gothic style figures. 2. Forward or Backward action. 3. Additional Quantity Discounts. 4. Trade-in allowances.

Roberts Numbering Machine Co.
694-710 Jamaica Ave., Brooklyn, New York



● Challenge Hi-Speed Quoins and Keys are made of steel needed in war production. So it's a waste of time, energy, and vital materials to twist the key until the teeth of both the key and the quoin are badly worn. It's not necessary! Challenge Hi-Speed Quoins are direct expanding and lock-tight with an easy turn of the key. For best results, use iron furniture—no reglets. And don't use a worn key! If it no longer makes proper contact with the teeth of the quoin rack—scrap it! No use ruining a lot of quoins to save one damaged key.

435

The Challenge Machinery Company

Main Office and Factory: GRAND HAVEN, MICH.
Eastern Sales Office: 50 Church St., NEW YORK



THE HARD WAY!

Because his life depends on it, every soldier must learn his fighting know-how . . . the hard way.

But, today, there may be attempts made to find an easy short cut to synthetic know-how. Such efforts are doomed to disappointment.

The current trend to synthetics finds Dayton ready with years of peacetime know-how in the pioneering and development of synthetic rollers for all printing and lithographing purposes.

It was back in 1926, after years of research, that The Dayton Rubber Manufacturing Company took out its first patent on a renewable surface printing roller. By 1934, Dayco Printing Rollers, with an outer cover or sleeve of synthetic materials, had been proved on the presses of leading com-

mercial printers as well as great newspapers.

Because Dayton learned the hard way by experience over the years, the printing and lithographing industry finds it easy to depend on the durability and performance of All-Purpose Dayco Rollers. They've been proved for ten years on the presses of America. They're the only rollers which can be Re-Daycoed time and time again to original efficiency at a fraction of the cost of a new roller.



THE DAYTON RUBBER MFG. CO. • DAYTON, OHIO

*The Originators and Pioneers of Synthetic
Rubber Printing and Lithographic Rollers*

LATIN-AMERICAN REPRESENTATIVES, National Paper & Type Co., 120 Wall St., New York, N.Y.
CANADIAN REPRESENTATIVES, • Manton Bros., Ltd., • Elizabeth Street, Toronto

Dayco Rollers

THE ORIGINAL AND PIONEER SYNTHETIC RUBBER PRINTING AND LITHOGRAPHIC ROLLERS

THE ALL-PURPOSE ROLLER FOR , FORM, DISTRIBUTOR, DUCTOR, ETC.

COPYRIGHT 1941 THE DAYTON RUBBER MFG. CO.

**THROW YOUR SCRAP INTO THE FIGHT!
BUY WAR BONDS AND SAVINGS STAMPS**



THE INLAND PRINTER

Volume 110 • February, 1943 • Number 5

PUBLISHED MONTHLY BY TRADEPRESS PUBLISHING CORPORATION

Horace T. Hunter, President
John R. Thompson, Vice-President and Treasurer
J. L. Frazier, Secretary
309 WEST JACKSON BOULEVARD, CHICAGO, ILL., U. S. A.

THE INLAND PRINTER furnishes the most reliable and significant information on matters concerning the printing and allied industries. Contributions are solicited but should be concisely stated and presented in typewritten manuscript.

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When Subscriptions Expire the magazine is discontinued unless a renewal is received prior to the publication of the following issue. Avoid possible delay by remitting promptly.

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53347

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ELECTRIC-WELDED • SQUARE AND TRUE • ABSOLUTELY GUARANTEED
SOLD BY ALL DEALERS
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ACCURATE composing room tools give maximum production from every man-hour. Write for catalog of ROUSE Time-Saving equipment.
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EDITION BOOK BINDERS
"Books Bound by Us Are Bound to Satisfy"
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Telephone Monroe 6062

To Keep 'em Flying! Buy War Bonds!
RAISED PRINTING COMPOUNDS
INKS, MACHINERY (HAND AND AUTOMATIC)
25 Years' Experience at Your Service.
THE EMBOSOGRAPH PROCESS CO., INC.
251 WILLIAM ST., NEW YORK, N. Y.

HURON FEATHERWEIGHT BOND
COMBINING STIFFNESS, POROSITY and PRINTABILITY



PORT HURON SULPHITE & PAPER CO.

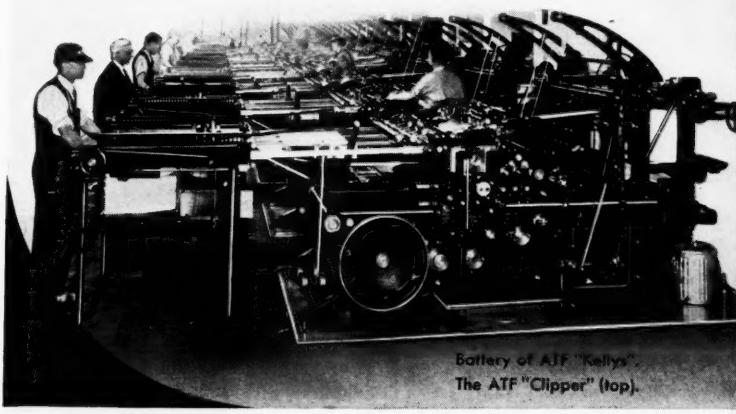
CHICAGO
SAN FRANCISCO

MILLS: Port Huron, Michigan

BEREA, OHIO
NEW YORK



METERING



Battery of ATF "Kellys".
The ATF "Clipper" (top).

• Whether you use large or small machines . . . in single units or batteries . . . they need automatic, dependable lubrication. For instant starting, higher speeds, longer runs, lower maintenance, less spoilage! Good reasons why BIJUR-metered lubrication is standard for press equipment.

BIJUR LUBRICATING CORPORATION
LONG ISLAND CITY • NEW YORK

BIJUR

AUTOMATICALLY *Correct* LUBRICATION

161

AMERICAN ROLLERS

★ Pre-conditioned for longer wear, they make your roller dollars go farther . . . help you conserve. Finest rollers made. Test a set. See for yourself. Order now.

AMERICAN ROLLER CO.
1342 North Halsted St., Chicago, Ill.
225 N. New Jersey St., Indianapolis, Ind.
1531 Branch St., St. Louis, Mo.

Learn ESTIMATING NOW!

Use Jack Tarrant's Study Course!



More Printing Estimators are needed. Military service draft causing vacancies. A 25-lesson course including 3 bound books—actual production records on composition, press work and bindery operations. Thorough training means better jobs. Prepare! Order from this advertisement and enclose \$19.50—new low price.

THE INLAND PRINTER
BOOK DEPARTMENT
309 W. Jackson Blvd., CHICAGO

from dilemma . . . to delight

with

PERFECTION Flat Gummed Paper

Trying to select a gummed paper that possesses all the requirements for printing high grade labels, stickers or seals can be a difficult and puzzling task. Here's a suggestion. Specify Perfection Flat Gummed Paper and thus be sure of a gummed stock that measures up in every way. It gives you:

- Perfect Flatness
- Finer Printing Surface
- Better Color
- Better Gumming
- Wide Selection (10 whites, 25 colors)

Ask your paper merchant for free sample book of the Perfection line or write direct to us.

PERFECTION
All that the Name Implies
FLAT THE YEAR ROUND
GUMMED PAPERS

Paper Manufacturers Co.
PHILADELPHIA • PA.

CLASSIFIED BUYERS' GUIDE

Consult This Index First for Advertisers in This Issue—Check the Want Ads in These Pages

PAGE	PAGE
American Roller Co. 81	Gaetjens, Berger & Wirth, Inc. 76
American Steel Chase Co. 80	Goss Printing Press Co. 10
American Writing Paper Corp. 77	Greenlee Company 83
Beckett Paper Company 73	Hammermill Paper Co. 9, 69
Bijur Lubricating Corp. 81	Harris-Seybold-Potter Co. 68
Bingham Brothers Company 12	Howard Paper Mills 7
Bingham's Son, Samuel, Mfg. Co. 70	International Paper Co. 71
Brock & Rankin 76	International Printing Ink 8
Challenge Machinery Co. 79	Interotype Corporation Back Cover
Champion Paper & Fibre Co.	Kelly, E. J., Company 83
..... Second Cover	Kimberly-Clark Corp. 6
Chillicothe Paper Co. 12	Kimble Electric Co. 76
Classified Buyers' Guide 82, 83, 84	Lanston Monotype Machine Co. 19
Consolidated Water Power & Paper. 11	Ludlow Typograph Co. 1
Cottrell, C. B., & Sons Co. 21	Management Bond Paper 69
Cromwell Paper Co. Third Cover	Maxwell Paper Mills 17
Dayton Rubber Mfg. Co. 79	Mead Sales Company 12, 13
Dexter Folder Co. 72	Megill, Edw. L., Co. 82
Drake, Fred'k. J., & Co. 83	Mergenthaler Linotype Co. 22
Embossograph Process Co., Inc. 80	Miller Printing Machinery Co. 3
Engdahl Bindery 80	Munising Paper Co., The 76
	New Era Mfg. Co. 80
	Northwest Paper Company 15
	Oxford Paper Co. 4
	Paper Manufacturing Co. 81
	Paterson Parchment Paper Co. 20
	Port Huron Sulphite & Paper Co. 80
	Roberts Numbering Machine Co. 79
	Rosback, F. P., Co. 76
	Rouse, H. B., & Co. 80
	Rutherford Machinery Co. 16
	Scott, Walter, & Co. 76
	Strathmore Paper Co. 14
	Superior Engraving Co. 78
	United States Envelope Co. 84
	Vandercook & Sons 5
	Weston, Byron, Co. 2
	West Virginia Pulp & Paper Co. 74, 75
	Wytek Sales Co. 18

This index is checked for accuracy but no responsibility is assumed for errors or omissions

RATES FOR CLASSIFIED ADVERTISEMENTS

• **By the Month:** Under Situations Wanted, only 50 cents a line—minimum, \$1.50; other classifications, only 65 cents a line—minimum, \$1.95. (Replies to keyed ads forwarded daily when received — no extra charge.) Terms: Cash with order.

• **By the Year**—the rate is still lower, and you automatically get **THE INLAND PRINTER** monthly (regularly \$4 by subscription): First three lines, \$22.50 a year when paid in advance; each additional line, \$6.00 a year. **No display or cuts.**

BROKERS

• **MAY BROS.**, Binghamton, N. Y. Established 1914. Newspapers bought and sold without publicity.

BRONZING MACHINES

MILWAUKEE BRONZERS — for all presses. Some rebuilt units. C. B. Henschel Mfg. Co., Milwaukee, Wis.

BUSINESS OPPORTUNITIES

• **DEATH** puts on market job shop that grossed \$40,000 last year. Real opportunity for someone. J. Kunzog, 36 Norton, Jamestown, N. Y.

• **For Lease or Sale** to Close Estate, So. Calif. weekly. Heart of orange belt. Sm. down pmt., bal. to suit. Estab. 30 years. V. Smith, 9328 Magnolia Ave., Riverside, Calif.

CALENDARS AND CALENDAR PADS

WHOLESALE CALENDARS to printers. Do your own imprinting. Advertising Novelties, Fans, Book Matches, Write for particulars. Fleming Calendar Co., 6540 Cottage Grove Ave., Chicago, Ill.

CALENDAR PADS—67 Styles and Sizes. Write for catalog. Calendar backs for advertising, sheet pictures. Wiebush Calendar Impg. Co., 109 Worth St., New York, N. Y.

Largest assortment of Pads. Best selling line of Art Blotters. Write for catalog in which you are interested. Orders filled immediately.

JOSEPH HOOVER & SONS CO.
MARKET AND 49TH STS. PHILADELPHIA, PA.

COMMENCEMENT INVITATIONS

COMMENCEMENT INVITATIONS and engraved stationery. Samples with discount to printers. Siegrist Engraving Co., 924 Oak St., Kansas City, Mo.

FOR SALE

• **FOR SALE:** An unusual opportunity to a profitable job printing establishment with excellent good-will, situate in Charlotte, North Carolina. Complete in every detail with one Linotype machine, one Kelly Press, four job Press Machines, automatic cutter, electric sticher, large quantity of type, etc., all in excellent condition and business now running and has been for twenty-five years. Due to necessity of closing an Estate the same may be had at a real bargain for cash. Write. If interested, to Vernon D. Baker, Sr., Executor, Lumberton, North Carolina.

• **FOR SALE**—Motor Equipment made by Kimble Electric Company for Sheridan Cutter 2 Hp. Pony Miehle 2 Hp. Miehle 4-4 5 Hp. Miehle 4-3 3 Hp. All new and complete with controls, etc. For specifications and prices apply to K. van der Eynden, Room 1009 One Wall Street, New York, N. Y.

• **Bookbinders' Machinery**—New model National book sewing machines; also rebuilt machines. Write for particulars. Joseph E. Smyth Co., 720 So. Dearborn St., Chicago, Illinois.

• **New 1943 Catalogue Free**—Type, Machinery, and Supplies. Missouri-Central Type Foundry, Wichita, Kansas.

• **New 24" Elrod Slugs, 100 Lbs. \$12.** Rule \$18. Cash. Good Calif. cases 75c. Bradshaw, 3214-L, Huron, Chicago, Ill.

• **44" Seybold Cutter**, guaranteed to be in good working order. Address Box F 572, The Inland Printer.

HELP WANTED

• **Kelly Pressmen**. Paper Cutters, Machine Pen Ruler, Compositors, Need-ed by large progressive firm in Ohio Valley doing precision business form printing largely engaged in printing vital to War Effort. Union card or qualifications for same necessary. Union scale with possibility of overtime. Living conditions excellent in small city having no boom conditions. Address Box F 584, The Inland Printer.

• **WANTED—MONOTYPE** keyboard and caster operator. Must be combination man or lady capable of running one keyboard and one caster. Keyboard operator might do. Good pay. Steady year around work in one of midwest's busiest commercial printing plants. In writing please state full particulars. The Ann Arbor Press, Ann Arbor, Michigan.

• **PRESSROOM FOREMAN**—One of largest plants in East printing magazines, books and directories seeks experienced pressroom foreman. Flatbed, black and color, rotary and Web equipment. Union—excellent conditions—thoroughly modern. State experience in detail, salary expected, and recent photo. Confidential. Address Box F-588, The Inland Printer.

• **WANTED ACCOUNTANT**, draft exempt, familiar with U.T.A.—(Fill-more)—Interlock System of Accounting and Cost Finding. State salary expected and references. National Capital Press, Inc., 301 N. Street, N.E., Washington, D. C.

• **Combination Monotype** Keyboard-Caster Operator. Medium plant located in Middle West. Open Shop. Give age, experience. Box F 581, Inland Printer.

• **Printer-operator**, draft exempt. Weekly and job shop. Model 14 lino. Perm., town of 5,000. Headlight, Morilton, Ark.

MACHINERY WANTED

• **WANTED 1—22 x 34" Harris E. L. Press** with chain delivery and pile feed. 1—17 x 22 Lithograph press and chain delivery and pile feed. Box F-587.

MEGILL'S Spring Tongue
Patent GAUGE PINS



QUICK ON... The universally popular Gauge Pin. \$1.80 dozen, with extra Tongues. Reg. U.S. Pat. Office

MEGILL'S GAUGE PINS

FOR JOB PRESSES

Insist on Megill's Gauges, Gauge Pins, Grip-
per Fingers, etc. The original—and the best.
Circular on request. Sold by dealers.

THE EDWARD L. MEGILL COMPANY

The Pioneer in 1870

763 Atlantic Avenue
Brooklyn, New York

MEGILL'S Original Steel
Pat. GAUGE PINS



A handy Gauge Pin made with 12
pt., 15 pt., or 18 pt. head. Adjust-
able. 75c a doz. for either size.

MECHANICAL OFFSET PROCESS

Leading Printers and Publications
Now Use COLLINS

CHALK RELIEF OVERLAYS FOR ALL HALFTONE MAKEREADY

Great improvements over slow hand-cut Overlay method. Low cost, saves time. Improves quality. Apply on company letterhead for free instruction books and prices.

A. M. COLLINS MFG. CO. 226 Columbia Ave., Philadelphia, Pa.

MOTORS & CONTROL EQUIPMENT

CLINE ELECTRIC MFG. CO., Cline-Westinghouse Motor and control equipment for printing machinery. 211 West Wacker Dr., Chicago, Ill.

NEWSPAPERS FOR SALE

• TWO ILLINOIS NEWSPAPERS, 55 years old, printed in one modern plant for towns 12 mi. apart. For details write or wire MAY BROS., Binghamton, N. Y.

OFFSET PRINTING FOR THE TRADE

Trying To Run Your Plant Short-Handed?

Let Our Shop Handle The Over-Flow! We offer the completed facilities of a modern photo-offset plant (from art department to bindery) able to produce any piece from a black and white circular to a four-color process billboard—from a letterhead to a 1,000-page catalog.

Planograph-Offset will give you the profit without the worry . . . 15 to 50% can be added to our quoted price without being out of line on your estimate. We furnish a flat scale from which to quote on ordinary combination form planograph runs; we make special quotations on more complicated jobs according to specifications. We handle complete from art work, typesetting, etc., to bindery—or camera, plate, and presswork only—shipping flat to your plant for finishing.

We Protect Your Accounts—Every printer on our books will testify to the fair treatment we extend them.

FOR PRICE LIST WRITE

GREENLEE CO.
TELEPHONE ARMITAGE 1870
1609 N. Wolcott, Chicago

PHOTOENGRAVERS' MACHINERY & SUPPL.
THE DOUTHITT CORPORATION, 650 W. Baltimore Ave., Detroit, Mich. Complete plate making equipment for lithography and photo-engraving. Cameras, Whirlers, Printing Frames, etc.

PRICING GUIDE

PRINTING PRICE GUIDE—simplified, fast and accurate. Not intended to take the place of Franklin or Printed Products but will price, Quick, 90% of jobs for average, medium, large or small printer. Leased for \$7.50 per year. Order one on ten-day approval or money back. Lawrence Printing Co., Inc., Greenwood, Miss.

FOR NEWS OF BOOKS FOR CRAFTSMEN IN GRAPHIC ARTS, SEE PAGE 77

BOOKS FOR PRINTERS, By Fred W. Hoch

Production Standards and Economic Cost Values for Printers. \$5.00
64 pages, 6 by 9 1/4 inches, 72 reference tables, 8 forms and diagrams, indexed for 62 operations, economic hour cost rates for 42 cost centers.

Estimating Graphs for Printers..... \$3.00
16 pages, 8 1/2 by 11 inches, 13 full page graphs.

Handbook for Pressmen..... \$3.00
236 pages, 6 by 9 1/4 inches, 35 charts, 26 illustrations, 24 reference tables, 1085 index references.

Pressroom Problems and Answers..... \$3.00
272 pages, 6 by 9 1/4 inches, 334 problems discussed and answered, 637 operations, terms and processes indexed under 17 reference headings.

Standard Book on Estimating for Printers..... \$3.75
268 pages, 6 by 9 1/4 inches, 97 reference tables, 26 diagrams and forms, 7 graphs and computing charts.

Order through The Inland Printer Book Department

SCREWY - BUT TRUE!

Ink Ingredients! 1000 years ago, Chinese made ink consisting partially of stag-horn glue and albumen from egg-whites! Wonder how they beat offset!



The Older the Better! Black printing inks improve with age. That's why bases of Wotta Blacks are aged at least six months before use!



Beware too Much Drier! Addition of over 15% drier to an ink generally results in poor printability, rapid drying on press, no faster drying on stock. Select ink wisely instead.



Any Color so it's Black! Kelly Co. has formulas for making up 3,724 different black printing inks. That's a lot of kinds of black!

GET RID OF OFFSET GRIEF!

Wotta Blacks

ARE
GUARANTEED!

Wotta Blacks eliminate offset under almost all conditions. Pile up lifts . . . forget spray . . . skip the slip sheets . . . and you'll still get amazing results. Doubt it? Then cut the coupon! Think it's screwy? Cut it anyway, we'll prove it on our dough!

CLIP AND MAIL THIS COUPON TODAY!

FREE! Here's a valuable book you'll want — "10 Ways to Avoid Offset." Helpful hints for the pressman. Write for it on your firm letterhead — no obligation.

125



E. J. KELLY CO.

1910 N. Pitcher St., Kalamazoo, Mich. 2-43
O.K. Give us the dope on your FREE TRIAL OFFER on WOTTA BLACKS.

Name

Firm

Address

E.J. Kelly Co.

KALAMAZOO, MICHIGAN



101 ROUGHS by DON MAY

In this book Don May explains and illustrates the 31 basic patterns of modern advertising layout. "101 ROUGHS" is written for artists and advertisers, layout men and art directors, students and teachers. In addition to the roughs are 9 full page comprehensive layouts, a discussion of typography and type, the principles and preparation of the layout, the problem of many units, and the author's credo.

FRED'K J. DRAKE & CO.
Dept. IP-2, 600 West Van Buren Street,
Chicago, Illinois
Drake's books are sold at leading book stores

For Items Not Advertised, Write THE INLAND PRINTER'S "Readers' Service"

WORLD'S LEADING BUSINESS AND TECHNICAL JOURNAL IN THE PRINTING AND ALLIED INDUSTRIES

The Inland Printer

FEBRUARY, 1943

VOLUME 110

NUMBER 5

Leading Articles for You This Month

Government Printing Office Changes Policy.....	25
Professional Treatment Helps A Sponsored Magazine By Joseph C. Gries.....	27
"Keeping-in-touch" Printing Is A New Market! By C. V. Morris.....	31
Instructional Material Logical Field for More Wartime Printing Sales By John M. Trytten.....	34
How Overseas Printers Carry On Despite Many War Restrictions.....	36
Printers Must Reconsider Operating Ratios By A. C. Kiechlin.....	37
Many Atrocities Perpetrated in Field of Language By E. N. Teall.....	52
Threaten Canadian Wage-and-Price Control By Kenneth R. Wilson.....	55

Monthly Features to Keep You Abreast

Books for Printers.....	42
Brevities.....	57
Idea File.....	40
Pressroom.....	49
Proofroom.....	53
Salesman's Corner.....	58
Specimen Review.....	43
The Month's News.....	61
Typographic Clinic.....	48
What's New.....	60

Directory of Advertisers — Page 82

Member Associated Business Papers • Member Audit Bureau of Circulations

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J. L. Frazier, Editor and Manager
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Eastern Advertising: William R. Joyce, 522 Fifth Avenue, New York City

Pacific Coast Representative: Don Harvey & Company, 816 West Fifth St., Los Angeles

The Handy Way TO ORDER A PERSONAL COPY OF THE INLAND PRINTER SENT TO YOU IN 1943

THE INLAND PRINTER
309 West Jackson Boulevard
CHICAGO, ILLINOIS, U. S. A.

RATES: 3 Yrs. 2 Yrs. 1 Yr.
U. S. A. \$10.00 \$7.00 \$4.00
Canada 11.50 8.00 4.50
Foreign 13.00 9.00 5.00

Please send me monthly a personal copy of
THE INLAND PRINTER during 1943.

I enclose \$.....; this qualifies me
for a FREE copy of December issue which in-
cludes 30 new LETTERHEAD DESIGNS.

Send bill for 12 issues of 1943 to ...

Name.....

Address.....

City..... State.....

ROTARY PRINTING PRESSES

DUPLEX PRINTING PRESS CO., rotary
and flat-bed web presses; stereo, and
mat machinery. Battle Creek, Mich.

RUBBER PLATE MATERIALS & TOOLS

LOOK FOR
TI-PI
TRADE
MARK

TI-PI

REG. U. S.
PAT. OFF.
314445

RUBBER PRINTING PLATES AND CUTTING TOOLS

SOLD BY LEADING PRINTERS SUPPLY DEALERS
USED BY LEADING RUBBER ENGRAVERS
TI-PI CO. 1000 BROADWAY KANSAS CITY, MO.

SCHOOL OF ADVERTISING LAYOUT

Study FRANK H. YOUNG'S ADVERTISING LAYOUT COURSE At Home

Now is the time to make your spare time pay. Increase your earning power. Mr. Young, international layout authority, offers a complete Home Study Course to help printers, advertising men, artists, etc. Learn by mail how to use sound layout principles. Receive Mr. Young's own personal criticisms. Endorsed by graduates. Easy payments. Write to Dept. D-1242 for free details.

AMERICAN ACADEMY OF ART

Frank H. Young, Director
25 E. Jackson Boulevard Chicago, Ill.

SITUATIONS WANTED

• **WANTED**—Working foremanship or superintendence by capable, experienced man in well-equipped office. Estimating and production experience on work of high quality. Understands composing room, production, automatic presses, folders and bindery operations. Address Box F 586.

• **Printing Plant Manager**—now employed, wishes change. In charge of plant employing 65 people for the past 12 years. Age 45. Best of references. Address Box F-585, The Inland Printer.

STATIONERY PRINTING DESIGNS


READY TO PASTE UP
FOR PROFIT!
Ideas for stationery printing designs with color cut-outs. A "natural" for paper sales and printer profits. Send for free sample set!

UNITED STATES ENVELOPE CO.
SPRINGFIELD, MASSACHUSETTS

TYPEFOUNDERS

THE BAUER TYPE FOUNDRY, INC.
235 East 45th Street, New York, N. Y.
Producers of fine type faces.

MISSOURI-CENTRAL TYPE FOUNDRY,
the big type foundry of the West. Free catalog. Wichita, Kansas.

WIRE

SPECIFY PRENTISS STITCHING WIRE
—Backed by eighty years of wire drawing experience. Supplied on spools or in coils. SOLD BY LEADING DEALERS EVERYWHERE.



PRINTING INKS

Their Chemistry & Technology

By CARLETON ELLIS \$7
560 pages of profusely illustrated
text giving usable information for
printers, lithographers, chemists.

7

THE INLAND PRINTER • CHICAGO



Where
others
fail . . .

CROMWELL SPECIAL PREPARED TYMPAN

"Stands up" in a way that means smoother,
speedier, more profitable presswork

You needn't worry about Cromwell Special Prepared Tympan falling down on the job—no matter what the conditions or obstacles. It gives you the kind of protection you need, exactly where and when you need it most.

Cromwell is the one tympan that provides these outstanding advantages: A hard surface ideally suited for use with the hard packing needed for precision presswork. Caliper uniformity within .001 of an inch in thickness. A high tensile strength that will not allow it to give or stretch when drawn taut, nor tear loose from the clamp throughout the run. Complete resistance to oil

or ink solvents, humidity or change in temperature.

Try Cromwell on your toughest jobs and watch the improvement you get in performance and profits. Your local distributor can supply Cromwell Tympan in either rolls or sheets, cut to fit any high speed press.

The Cromwell Paper Co.

4801-39 S. WHIPPLE ST.
CHICAGO, ILL.



Their Unfinished Work...Yours

The eyes of billions look hopefully to America, land of the free and of opportunity for the common man. This nation's progress toward the better life is the inspiration of mankind everywhere. ✪ We owe it to our children and theirs to continue to demonstrate the achievements of true government of the people, by the people, for the people. ✪ The solid rock on which our forefathers built is the Divine precept of the equality of man. On that rock our foundation is universal education, freedom of speech, and tolerance. ✪ Only on this foundation can men's minds grow so that they can

build wisely toward all freedoms. ✪ Dictators cannot bear free speech. They liquidate argument. Even great statesmen often become impatient of disagreement. Yet history shows that no one mind can solve all problems as well as the judgment of a majority of the people themselves. Wisdom in self-government develops slowly, with exercise. ✪ In a democracy the professions of printing and publishing are high callings. Yours is the opportunity to expand the vision and ability of men...and stone on stone continue the unfinished work which those before have thus far so nobly advanced.